



*Swedish Chambers*

TRADE PROMOTION PROGRAMME  
OF THE SWEDISH CHAMBERS



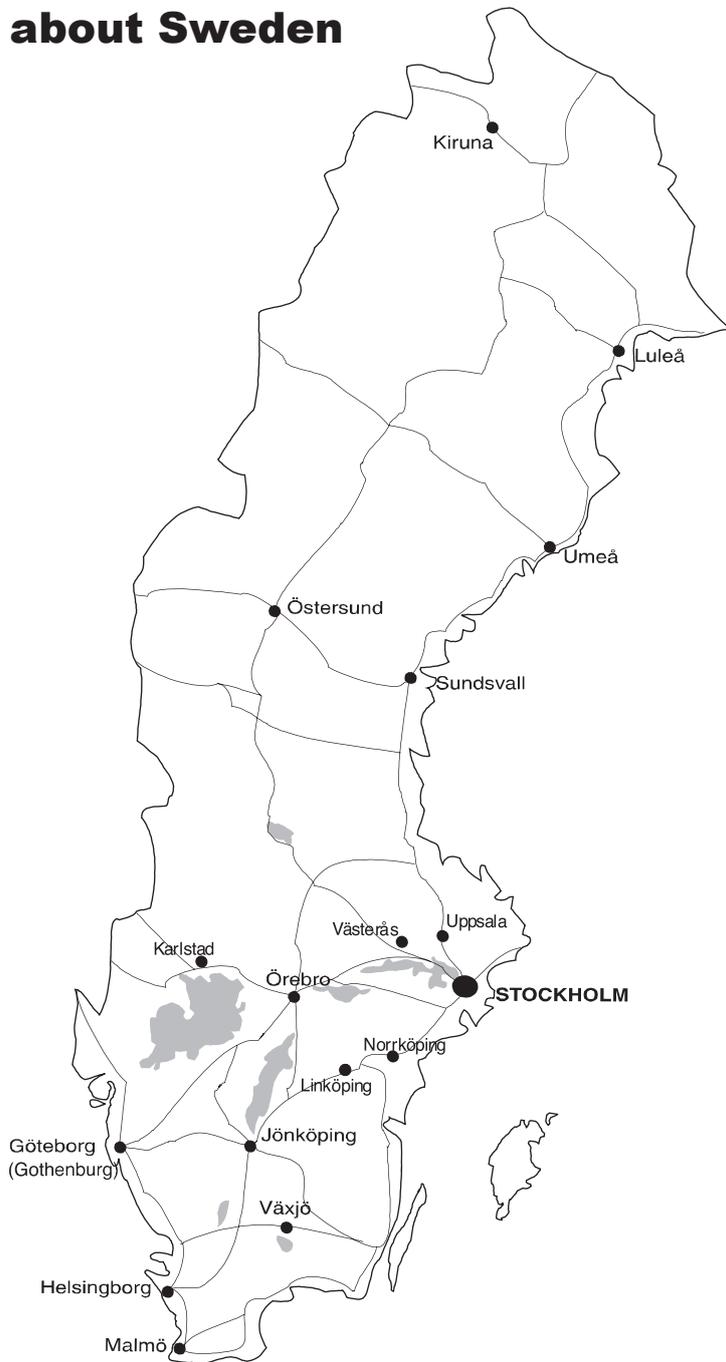
# Market Brief

## Focus on the Swedish Market

# Tourism

October 2009

# Facts about Sweden



**Area:** 449,964 sq.km  
**Population:** 9.3 million

**Capital:** Stockholm.  
Stockholm city: 810.100 inh.  
Greater Stockholm: 2 mil. inh.

**Business language:**  
Swedish, English

**Religion:**  
Lutheran

**Largest cities:**  
Stockholm city 810.100 inh.  
Gothenburg 500.200 inh.  
Malmö 286.500 inh.  
Uppsala 190.700 inh.  
Linköping 141.900 inh.  
Västerås 134.700 inh.  
Örebro 132.300 inh.  
Norrköping 128.100 inh.  
Helsingborg 126.700 inh.  
Jönköping 125.200 inh.

**Form of government:**  
Constitutional monarchy,  
parliamentary democracy

**Some distances:**  
Stockholm-Malmö 640 km  
Stockholm-Gothenburg 490 km  
Stockholm-Sundsvall 400 km  
Stockholm-Kiruna 1310 km

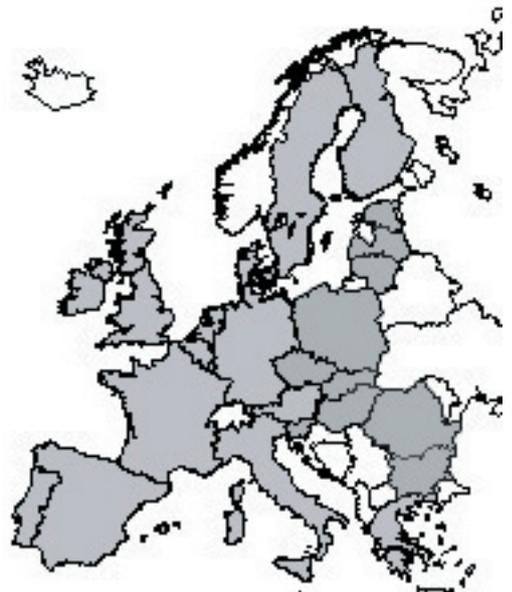
**Currency:**  
1 krona (SEK) = 100 öre

## The European Union

- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Rep.
- Denmark
- Estonia
- Finland
- France
- Germany
- Great Britain
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxemburg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovak Rep.
- Slovenia
- Spain
- Sweden

**The EES/EEA area**  
EU-countries, Iceland,  
Liechtenstein and Norway

**EFTA**  
Iceland, Liechtenstein,  
Norway and Switzerland



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# 1 Summary

Swedes in general are a travelled people. This report focuses on long-haul travel by air.

The majority of travels is sold through tour operators and travel agencies. There are three main charter operators in Sweden – Ving, Fritidsresor and Apollo – as well as a large number of smaller Fully Inclusive Tour (FIT) operators, Internet tour operators and travel agencies. A wide selection of scheduled airlines from Sweden to all parts of the world is available.

Swedish tourists are looking for more and more spectacular experiences, as well as authentic meetings with local culture and nature. People tend to travel more often and stay away for a shorter time.

The Internet is an important tool for finding information and booking a trip. This meets a demand for more customised and flexible travels. At the same time, many people want it simple and travel agents still have an important role to play.

Swedes want value for money and the financial crisis has made tourists more price-sensitive. Cheap destinations and those with a favourable exchange rate are winners.

Many people are concerned about the environment and corporate responsibility has become important in the travel industry. Examples of this work are compensation for carbon dioxide discharge during air travel, environment programmes and certifications for hotels and support of local projects dealing with social and/or environmental issues.

The best way to get a destination featured and sold in Sweden is to contact your country's tourist office. If your country does not have a tourist office in Sweden, the next best way is to appoint a General Sales Agent.

## 2 General Overview

The Kingdom of Sweden is in northern Europe, located in the Scandinavian peninsula, between Finland and Norway. Sweden's sea borders are the Baltic Sea, the Gulf of Bothnia, Kattegat and Skagerrak. Sweden has many islands including its largest island Gotland and the Koster Islands in the Skagerrak. The Oresund Fixed Link connects Sweden with Denmark.

Stockholm is the capital city and a major gateway. Two other major cities are Gothenburg and Malmö. The country is divided into twenty-one counties: Blekinge, Dalarna, Gävleborg, Gotland, Halland, Jämtland, Jönköping, Kalmar, Kronoberg, Norrbotten, Örebro, Östergötland, Skåne, Södermanland, Stockholm, Uppsala, Värmland, Västerbotten, Västernorrland, Västmanland and Västra Götaland. The Kolen mountain range forms a natural boundary between Sweden and Norway. There are central lowlands and a southern plain.

The climate is temperate in the south and sub-arctic in the north.

Sweden's population is 9.3 million with a labour force of about 4.6 million and an unemployment rate of ca. 7.9 % (July 2009).

The farming sector is highly modernised accounting for a small percentage of the country's employment. Dairy produce is important; other products from the farming sector are corn, grains, sugar beets, potatoes, meat and milk.

Natural resources are iron ore, copper, lead, silver, uranium, zinc, timber and hydropower. Industries include iron and steel products, ball bearings, shipbuilding, wood pulp and paper products, processed foods, electrical goods, telephones, motor vehicles, furniture and glass products.

Sweden has achieved an enviable standard of living under a mixed system of high-tech capitalism and extensive welfare benefits. It has a modern distribution system, excellent internal and external communications, and a skilled labour force. Timber, hydropower and iron ore constitute the resource base of an economy heavily oriented towards foreign trade. Privately owned firms account for most of the industrial output.

### 2.1 Exchange Rate Trends

In 2008, the Swedish krona (SEK) fell both against the USD and the Euro, which meant that a lot of countries became more expensive to visit for Swedes. In 2009, however, the krona recovered.

#### Exchange Rates (September 2009)

Currency	Sweden SEK
1 USD =	7.01
1 Euro =	10.19
1 GBP =	11.43

Source: The Swedish Riksbank

## **2.2 Economic Trends**

The Swedish economic outlook is becoming brighter as Sweden's most important export markets are getting out of their recession. The global financial crisis has strongly affected the Swedish export industry, while the households have done relatively well thanks to tax and interest rate reductions. Swedish Swedbank estimated in the autumn of 2009 that GDP would fall by 4.5 % in 2009, but grow by 1.2 % and 2.3 % respectively during 2010 and 2011.

Experts disagree on how the crisis has affected travelling. It seems like Swedes prioritise their vacation in spite of the hard times. Although "staycations" (vacations spent at home) are becoming more frequent, a survey in May 2009 actually showed an increase for long-haul travel from Sweden and the summer of 2009 was a record-breaker for the charter companies. In October 2009, the World Tourism Organization (UNWTO) saw signs that the tourism industry was starting to recover.

## **2.3 Social Trends**

In many respects Scandinavia is an area of relatively small class differences. Many people even consider the very concept of social class outdated, since it has become notoriously hard to define. A Scandinavian manual worker may well earn as much as a lower official, and his or her children can choose to study at the same university as those of the company president. All in all, the principle of equal opportunity has had a strong position in Scandinavian society, much due to the long predominance of the Social Democratic Party in political life.

Sweden has a generous holiday legislation with five weeks of paid vacation. Some Swedes even have six weeks.

# **3 Market Characteristics**

Swedes in general are a travelled people and can be found in all corners of the earth. It is not uncommon for Swedish young people to travel around the world or for a Swedish middle-class family to travel as far as Thailand on their winter vacation.

The travel sector is broken up into charter, scheduled air service, ferries, bus, trains and car. However, the focus of this report is long-haul travel by air which includes charter and scheduled air service.

What we today call charter, that is to say air charter, was developed in Sweden during the 1950s. That it occurred here and at that time was a result of several factors: the borders opened after the war, Swedish holiday legislation was by comparison extremely generous while many countries on the continent were engaged in re-building the economy.

Charters to Spain from the Nordic region began in the late 1950s with one of the major charter operators – Vingresor – being formed in 1958. Fritidsresor was formed in 1962 and Apollo Resor in 1986. Over the years, these companies expanded and are today the leaders in the Nordic charter industry.

Competition for clients in this market has always been keen but became so fierce in the latter part of the 20<sup>th</sup> century that enormous volumes of clients were required in order to achieve profitability. It was necessary to start collaborating across borders - not only in the Nordic region, but also throughout Europe. This started in 1994, when British Airtours acquired SLG, a group that expanded two years later to include the Danish tour operators Spies/Tjæreborg. The Fritidsresor Group was also for sale. Major European operators were courted, and finally two bidders were left: Swiss Kuoni and British Thomson. The latter - which had meanwhile established itself on the Swedish market - eventually won the bidding and bought the Fritidsresor Group in December 1997. In connection with the take-over, their airline - Blue Scandinavia - merged with Thomson's airline Britannia.

In the summer of 2000, the Thomson Travel Group, including the Fritidsresor Group, was acquired by the German industrial group Preussag, and consequently became part of the TTG/TUI Group, the world's largest travel company. A new chapter in the Nordic charter market's globalisation saga was also written in 2000 with Kuoni's acquisition of Apollo Resor.

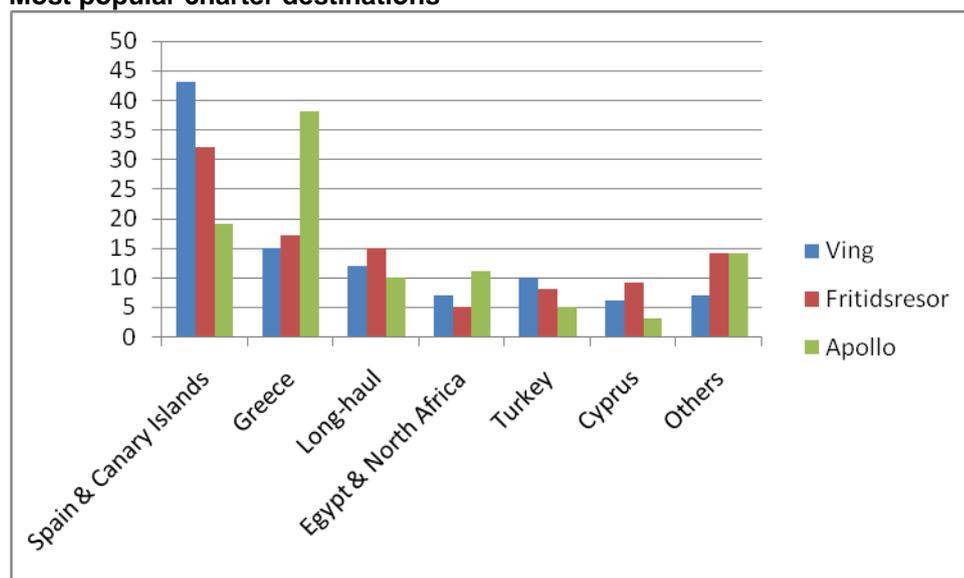
In February 2007, it was announced that MyTravel, which included Ving, would merge with Thomas Cook, forming a new travel giant. The same year, Fritidsresor became part of TUI Travel Plc.

In Sweden, the travel market today is dominated by three large charter operators:

- Ving Sverige AB – owned by the Thomas Cook Group Plc which is registered on the London stock exchange.
- Fritidsresor – owned by TUI Travel Plc, a network of European travel companies.
- Apollo Resor – owned by Kuoni in Switzerland.

There is also a large number of smaller Fully Inclusive Tour (FIT) operators as well as many Internet tour operators and travel agencies.

**Most popular charter destinations**



*The most popular destinations in % of travellers. Information compiled from the webpages of the three charter operators. Long-haul destinations include e.g. Thailand, Indonesia, India, Vietnam, Kenya, Tanzania, South Africa, Cuba and Brazil.*

## 4 Market Access

All of the three major charter groups own their own airlines which offer direct access from Sweden to markets like the Canary Islands, Greece, Turkey, Thailand, etc.

Scandinavian Airlines System (SAS) which is the national carrier is mainly a European carrier with some long-haul flights. There are some carriers like Thai who fly directly from Stockholm but all in all, clients going to the far corners of the earth must first connect via Copenhagen, London, Amsterdam, Madrid or Frankfurt.

In recent years, regional airports have been growing in importance in Sweden. One example is Linköping City Airport, where KLM offers direct flights to Amsterdam and further on from there. Also, charter flights from regional airports are becoming increasingly common.

Easy air access is an important reason why clients choose one destination over another. This factor, linked to few changes of planes, helps a destination. For a developing country, good air connections with Europe is an important factor for a flourishing tourism industry.

Today, there is a wide selection of scheduled airlines from Sweden to destinations in all parts of the world. Internet sites like [www.flygvaruhuset.se](http://www.flygvaruhuset.se) and [www.seat24.se](http://www.seat24.se) help travellers find the best routes.

## 5 Distribution Channels

The majority of travels is sold through tour operators and travel agencies (even though some travellers prefer to make their own arrangements).

Today, Swedish travel agencies often cooperate in chains. Some examples of travel agencies who cater to the consumer market are listed below:

- Big Travel – [www.bigtravel.se](http://www.bigtravel.se)
- Lingmerths Resebyrå – [www.lingmerths.se](http://www.lingmerths.se)
- Resevaruhuset – [www.resevaruhuset.se](http://www.resevaruhuset.se)
- Resia – [www.resia.se](http://www.resia.se)
- Swetravel – [www.swetravel.se](http://www.swetravel.se)
- Ticket – [www.ticket.se](http://www.ticket.se)
- Travelnet Group – [www.travelnetgroup.se](http://www.travelnetgroup.se)

There are also online travel agencies such as Resfeber ([www.resfeber.se](http://www.resfeber.se)) and Travelstart ([www.travelstart.se](http://www.travelstart.se)).

For small tourism suppliers in developing countries, it is often a good idea to cooperate with a local agent, who enters into a contract with the Swedish/European partner.

## 6 Market Trends

Swedes are experienced and willing travellers, who travel increasingly far away and are expected to do so even more in the future. According to research firm Kairos Future, the tourists are looking for more and more spectacular experiences. At the same time, they crave that which is true and genuine. Many of them want *authentic experience of local culture and nature* and look for unexploited destinations yet undiscovered by the general public. This could be an opportunity for developing countries. One important target group consists of seniors seeking a cultural experience, who will travel whether there is a crisis or not and are often interested in visiting a developing country.

*The costs for long-haul travel have decreased* and many people are already well-travelled in Europe and looking for something new. Top long-haul destinations for Swedes are Bangkok and Phuket in Thailand, New York in the US and Hurghada in Egypt, according to a survey of travel habits commissioned by Arlanda Airport in 2009. Long-distance charter is growing and several tour operators state that Thailand is one of their most important winter destinations. At the same time, classic destinations such as Majorca, Crete, Bulgaria, Turkey, Cyprus and Rhodes remain popular.

Summer vacations in Sweden are no longer in July only, but staggered from May to September, with travels being spread over the whole year. The trend is to *travel more often and stay away for a shorter time*. Driving forces behind this development are time-poverty and access to low-cost carriers, which have made it possible to go away for the weekend on very favourable terms. So far, low-cost flights have only been available within Europe, but in March 2008 an open skies agreement between EU and the US opened the door for low-cost flights across the Atlantic Ocean. It is likely that weekend trips to destinations far away will become more common.

The *Internet* has evolved into the most important source of information for travellers. Many customers want to put together their own vacations and use the web for planning, information gathering, booking and purchasing. The package tour industry faces competition from low-cost carriers (who also offer hotels and rental cars on their websites), virtual tour operators and hotel resorts with online booking systems. Social media, like communities, blogs, Facebook and Twitter, are also growing in importance as marketing channels. This user-generated content is a popular source of information for travellers.

The traditional charter companies are also using the Internet to cut costs and offer higher flexibility. Ving and Fritidsresor state that 50% of their travels are sold via the Internet. The demand for more *customised and flexible travels* is met e.g. by offering starting packages (including flights and the first one or two hotel nights). With the competition from low-cost flight companies, clients do not always require all of the elements of a package holiday (flight, transfer, representative service, hotel, etc.).

At the same time, there is a demand for that which is well-arranged, packaged and simple and travel agents still have an important role to play. *All inclusive* (with food etc. included in the total price) increases, particularly among families with small children who want to control costs. The charter companies go in for flying

from local airports in Sweden and many customers decide where to go on the basis of which destinations are available from the airport close to home. If a consumer buys a packaged travel (transport and accommodation) it also means that it falls under the Travel Guarantees Act. All operators must lodge security with the Swedish Legal, Financial and Administrative Services Agency. If an operator goes bankrupt, the Agency will reimburse the affected travellers. This does not apply if the consumers put together their own travel.

*Price matters* in the tourism industry and even more so due to the financial crisis. Cheap destinations and those with a favourable exchange rate are winners (e.g. Turkey and Northern Africa). However, Swedes tend to prioritise their vacation, even in financially difficult times.

Many travellers want to *combine different experiences* on their vacations, again maybe a result of time shortage. Sun and bathing vacations are combined with safaris, sightseeing and large cities. Destinations that can offer many different things are likely to be future winners.

*Luxury* is another trend. Tomorrow's travellers are predicted to have even more money and choose more expensive destinations and products. Many customers want to live in comfort during their vacations and are willing to pay extra for it. It is also increasingly common that budget and luxury travelling is combined. A traveller may stay at a cheap hotel and spend lots of money on expensive activities, or look for a low-cost carrier in order to afford luxury accommodation.

It is increasingly common to travel with family and friends – *generation travels* are growing. This is a way to find time for each other or celebrate an anniversary. At the same time, there is a demand for travels adapted to single travellers, e.g. with low or no extra charge for a single room. Also, some companies offer destinations with no children travellers allowed.

*Short volunteer travels* is a growing trend. According to Swedish Volontärbyrå, Sweden is among the top five countries in the world when it comes to this kind of travel. Traditional volunteer travels which last for months are now accompanied with more vacation-like alternatives of maybe two weeks.

Finally, there are *environmental issues* on the agenda. The climate effects of long-distance air trips are worrying many consumers. At the same time, they want to continue travelling and consequently demand that the industry reduces its environmental impact. In a survey presented by Kairos Future in May 2009, 21 % of European consumers stated that they would change their travel behaviour out of climate concern, primarily by choosing more environment friendly transport.

It is worth noting that in 2007 Fritidsresor started to offer train charter to Italy, which became an instant success. Others operators and more destinations followed, but this is hardly an alternative for long-distance travel beyond Europe.

## **6.1 Corporate Responsibility**

Corporate responsibility has become important in the travel industry. The companies need to convince their customers that they can travel with a clear conscience. For example, charter operators as well as SAS provide ways for the customers to compensate for carbon dioxide discharge, by collaborating with organisations such as GreenSeat, Climate Care and the CarbonNeutral Company.

The tour operators also work with environment programmes and certifications for their hotels.

All the big operators support ECPAT – End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes – and their code of conduct for tour operators. It is also common to support local projects dealing with social and/or environmental issues.

The big tour operators, in turn, demand corporate responsibility from their local partners and agents. To show concern for the environment and social situation in the country gives a competitive edge.

## **6.2 Finding a New Destination**

When the charter company Ving decides to open a new destination it is a long process, 12-18 months from decision until the first guests arrive. Ideas for new destinations can come from many directions: trends among customers and in society, contacts from different tourist organisations and hotel federations as well as staff and cooperation partners.

A prerequisite is that the new destination is politically safe (for example, Ving will not arrange visits to destinations where the Swedish Ministry for Foreign Affairs advises against travel). Other fundamental conditions are that there should be satisfactory water supply, refuse collection, infrastructure, road system, etc. and that the destination fits ethically into the selection.

If these demands are met, Ving starts investigating the production conditions, i.e. is there an airport that can handle the type of plane they plan to use, are there enough hotels/hotel beds of adequate quality and, most importantly, is there an interest at the destination in receiving Scandinavian tourists?

Other criteria vary depending on the customer group envisaged: it could be good beaches, golf courses, etc. There should be some activities/sights within reach, good transportation (taxi, buses) and some stores. The price level is also important – Swedes tend to prefer destinations where they get good value for money.

Ving always cooperates with a local agent/partner. The agent has experience of the destination, good connections and knowledge of applicable laws and regulations. Together with Ving representatives, the agent chooses hotels, excursions, means of transport, etc.

## 7 Travel Fairs in Scandinavia

Important Scandinavian tourism travel fairs:

### **Sweden**

#### **TUR**

Held at the Swedish Exhibition Centre in Gothenburg in March each year (25-28 March 2010, 24-27 March 2011).

Internet: [www.tur.se](http://www.tur.se)

Sweden also has a number of other fairs in specialist areas like golf, weddings & honeymoons, etc.

### **Denmark**

#### **Ferie for alle (Holidays for Everyone)**

Held at Exhibition Centre Herning in February (26-28 February 2010).

Internet: [www.ferieforalle.dk](http://www.ferieforalle.dk)

#### **Ferie**

Held at Bella Center in Copenhagen in January (29-31 January 2010).

Internet: [www.bellacenter.dk](http://www.bellacenter.dk)

### **Finland**

#### **Matka**

Held at Helsinki Fair Centre in Helsinki each January (21-24 January 2010, 20-23 January 2011).

Internet: [www.finnexpo.fi](http://www.finnexpo.fi)

### **Norway**

#### **Reiseliv**

Held at Norway Trade Fairs in Oslo in January (14-17 January 2010, 13-16 January 2011).

Internet: [www.messe.no](http://www.messe.no)

## 8 Travel Magazines and TV Programmes

### Travel Trade Magazines

The best way to reach the travel trade in Sweden is via their monthly or bimonthly magazines.

#### Hit & Dit

Prästgården Kårstaby,  
SE-186 96 Vallentuna  
Tel: +46 70 41 30 85  
E-mail: info@ladan.se  
Internet: www.hitodit.com

#### Resflex

P.O. Box 216,  
SE-116 74 Stockholm  
Phone: +46 8 568 757 08  
E-mail: info@resflex.se  
Internet: www.resflex.se

#### Stand By

Gl. Kongevej 3B  
DK-1610 Copenhagen V, Denmark  
Phone: +45 33 26 84 00  
Fax: +45 33 26 84 01  
E-mail: standby@standby.dk  
Internet: www.standbynews.com

#### Take Off

Gl. Kongevej 3B  
DK-1610 Copenhagen V, Denmark  
Phone: +45 33 23 80 99  
Fax: +45 33 23 70 42  
E-mail: info@takeoff.dk  
Internet: www.takeoff.dk

#### Travel News

P.O. Box 20 123,  
SE-104 60 Stockholm  
Phone: +46 8 555 240 70  
E-mail: redaktionen@travelnews.se  
Internet: www.travelnews.se

#### Vagabond

P.O. Box 20 123,  
SE-104 60 Stockholm  
Phone: +46 8 555 240 00  
Fax: +46 8 555 240 01  
E-mail: tobias@vagabond.se  
Internet: www.vagabond.se

### Consumer Travel Magazines

Swedes tend to read a lot and study the destinations before travelling. There are several travel magazines which fulfil this need. Below are the major ones. One must note that travel reporting in Sweden differs from other parts of Europe. A magazine will not accept a free invitation to travel to a destination. They want to be impartial in their story so they will instead pay the full cost of the flights, hotel, etc. so as to be able to write whatever they want.

#### Allt om Resor

SE-105 44 Stockholm  
Tel: +46 8 736 5300  
E-mail: niclas.blixt@aor.bonnier.se  
Internet: www.alltomresor.se

#### Check-in

Karins Allé 8,  
SE-181 44 Lidingö  
Tel: +46 8 679 99 90  
Fax: +46 8 679 99 10  
E-mail: g.mineur@check-in.se  
Internet: www.check-in.se

#### Escape 360°

IPG, Independent Publishing Group AB,  
P.O.Box 6320  
SE-102 35 Stockholm  
Tel: +46 8 555 911 55  
Fax: +46 8 555 911 50  
E-mail: kajsa@escape360.com  
Internet: www.escape360.com

### **När & Fjärran**

Drottningtorget 14,  
SE-205 08 Malmö  
Tel: +46 40 693 94 00  
www.egmont.se

### **Tidningen RES**

Emma Publishing  
Repslagargatan 17B,  
SE-118 41 Stockholm  
Tel: +46 8 545 064 00  
E-mail: redaktionen@res.se  
Internet: www.res.se

### **Destination (Aftonbladet)**

Aftonbladet,  
SE-105 18 Stockholm  
Tel: +46 8 725 20 00  
E-mail: redaktionen@destination.se  
Internet: www.destination.se

### **Dagens Nyheter Resor**

SE-105 15 Stockholm  
Tel: +46 8 738 1000  
E-mail: resebilagan@dn.se  
Internet: www.dn.se

### **Metro**

P.O. Box 45075  
SE-104 30 Stockholm  
Tel: +46 8 402 20 30  
E-mail: resor@metro.se  
Internet: www.metro.se

### **ResExpressen**

SE-105 16 Stockholm  
Tel: +46 8 738 30 00  
Fax: +46 8 619 04 50  
E-mail: res@expressen.se  
Internet: www.expressen.se

### **TV Travel Programmes**

Travel programmes in Sweden have big audiences. There is one big travel programme – När & Fjärran (TV 4) and several other programmes which include travel documentaries.

Packat & Klart (SVT 1), another Swedish travel programme, was cancelled in 2009 after many years. SVT argued that travel documentaries are integrated in many other programmes.

## 9 Some Useful Addresses and Links

### Travel Organisations

#### Association of Swedish Travel Agents

P.O. Box 55545, SE-102 04 Stockholm  
Phone: +46 8 762 68 60  
Fax: +46 8 762 69 48  
E-mail: [info@srf-org.se](mailto:info@srf-org.se)  
Internet: [www.srf-org.se](http://www.srf-org.se)

#### Swedish Travel and Tourist Industry Federation (RTS)

P.O.Box 1375, SE-111 93 Stockholm  
Phone: +46 8 692 65 85  
Fax: +46 8 692 65 01  
E-mail: [info@rts.se](mailto:info@rts.se)  
Internet: [www.rtsverige.se](http://www.rtsverige.se)

#### Flygresearrangörerna (FRA)

P.O. Box 1375, SE-111 93 Stockholm  
Phone: +46 8 692 65 84  
Fax: +46 8 692 65 01  
E-mail: [fra@travelindustry.se](mailto:fra@travelindustry.se)  
Internet: [www.fra.nu](http://www.fra.nu)

#### Researrangörsföreningen i Sverige (RiS)

c/o Sam Weihagen, advokatfirman Vinge  
P.O. Box 1703, SE-111 87 Stockholm  
Phone: +46 8 614 30 00  
Fax: +46 8 614 31 90

#### Who Is Where

P.O. Box 46, SE-511 21 Kinna  
Phone: +46 320 127 66  
Fax: +46 320 154 71  
E-mail: [info@whoiswhere.se](mailto:info@whoiswhere.se)  
Internet: [www.whoiswhere.se](http://www.whoiswhere.se)

#### Resurs

InfraCity, Kanalvägen 10C,  
SE-194 61 Upplands-Väsby  
Phone: + 46 8 555 410 30  
Fax: + 46 8 590 717 81  
E-mail: [resurs@resursab.se](mailto:resurs@resursab.se)  
Internet: [www.resursab.se](http://www.resursab.se)

### Other Organisations and Authorities

#### Swedish Chambers of Commerce

P.O. Box 16050, SE-103 21 Stockholm  
Phone: +46 8 555 100 00  
Fax: +46 8 566 316 30  
E-mail: [tradeoffice@chamber.se](mailto:tradeoffice@chamber.se)  
Internet: [www.swedishchambers.se](http://www.swedishchambers.se)

#### Statistics Sweden (SCB)

P.O. Box 24 300, SE-104 51 Stockholm  
Phone: +46 8 506 948 01  
Fax: +46 8 506 948 99  
E-mail: [information@scb.se](mailto:information@scb.se)  
Internet: [www.scb.se](http://www.scb.se)

#### Swedish Agency for Economic and Regional Growth (Tillväxtverket)

P.O. Box 24 300, SE-104 51 Stockholm  
Phone: +46 8 681 91 00  
Fax: +46 8 19 68 26  
E-mail: [tillvaxtverket@tillvaxtverket.se](mailto:tillvaxtverket@tillvaxtverket.se)  
Internet: [www.tillvaxtverket.se](http://www.tillvaxtverket.se)

<b>Main Charter Operators:</b> <ul style="list-style-type: none"> <li>– Ving</li> <li>– Fritidsresor</li> <li>– Apollo</li> </ul>	<a href="http://www.ving.se">www.ving.se</a> <a href="http://www.fritidsresor.se">www.fritidsresor.se</a> <a href="http://www.apollo.se">www.apollo.se</a>	
<b>Some Fully Inclusive Tour (FIT) Operators:</b> <ul style="list-style-type: none"> <li>– Atlantis Resor</li> <li>– Globetrotter</li> <li>– Jambo Tours</li> <li>– Temaresor</li> <li>– Inca Tours</li> <li>– Rese-konsulterna</li> <li>– Västindienspecialisten</li> <li>– Caribia</li> <li>– LIME Travel</li> <li>– Select Travel</li> <li>– Deluxe Vacations</li> <li>– Kenzan Tours</li> </ul>	<a href="http://www.atlantisresor.se">www.atlantisresor.se</a> <a href="http://www.globetrotter.se">www.globetrotter.se</a> <a href="http://www.jambotours.se">www.jambotours.se</a> <a href="http://www.temaresor.se">www.temaresor.se</a> <a href="http://www.inca.se">www.inca.se</a> <a href="http://www.resekonsulterna.se">www.resekonsulterna.se</a> <a href="http://www.vastindienspecialisten.se">www.vastindienspecialisten.se</a> <a href="http://www.caribia.se">www.caribia.se</a> <a href="http://www.limetravel.se">www.limetravel.se</a> <a href="http://www.selecttravel.se">www.selecttravel.se</a> <a href="http://www.deluxe.se">www.deluxe.se</a> <a href="http://www.kenzantours.se">www.kenzantours.se</a>	Egypt, Tunisia, Tanzania etc The world The world The world South America Group travel Caribbean Caribbean etc The world Exclusive travel Caribbean & Indian Ocean Africa, South America, Indian Ocean, Far East
<b>Some Specialised / Niche Tour Operators:</b> <ul style="list-style-type: none"> <li>– Tour Pacific</li> <li>– Brazil &amp; Overseas Travel</li> <li>– Tour Africa</li> <li>– Asian Travel</li> <li>– Swed-Asia Travels</li> </ul>	<a href="http://www.tourpacific.se">www.tourpacific.se</a> <a href="http://www.overseastravel.se">www.overseastravel.se</a> <a href="http://www.tourafrica.se">www.tourafrica.se</a> <a href="http://www.asiantravel.se">www.asiantravel.se</a> <a href="http://www.swedasia.se">www.swedasia.se</a>	Australia, New Zealand & Pacific islands Asia, South America, Australia Africa Far East, Australia & New Zealand Asia
<b>Some Internet Travel Agencies:</b> <ul style="list-style-type: none"> <li>– Travelstart</li> <li>– Mr Jet</li> <li>– Seat 24</li> <li>– Resfeber</li> <li>– Travelpartner</li> <li>– Flygstolen</li> </ul>	<a href="http://www.travelstart.se">www.travelstart.se</a> <a href="http://www.mrjet.se">www.mrjet.se</a> <a href="http://www.seat24.se">www.seat24.se</a> <a href="http://www.resfeber.se">www.resfeber.se</a> <a href="http://www.travelpartner.se">www.travelpartner.se</a> <a href="http://www.flygstolen.se">www.flygstolen.se</a>	Comments: <i>Almost 90 % of Swedes have access to the Internet at home. In this regard, there are very good Internet-based travel agencies which sell directly to the consumers.</i>

## 10 Frequently Asked Questions (FAQ)

### **How do I get my destination featured and sold in Sweden?**

- Try contacting your country's tourist office in Sweden. If a country does not have a tourist office in Sweden, the next best way to cover this market is to appoint a General Sales Agent (GSA).

### **What are the steps to potential success for a destination?**

1. Local tourist office or GSA.
2. Attend the TUR Fair in Gothenburg to meet the tour operators and to get a feeling of the market.
3. Meet the tour operators in their offices and provide them with as much detailed information as possible about the destination including prices compared to other destinations, flight connections and security factors.
4. Have glossy brochures and CD-ROMs with scanned pictures in a high resolution. All information should be available in English (or, of course, Swedish).
5. Web site for more information.
6. Invite them to your country to see the "product" for themselves.

### **How do hoteliers get their hotels featured and sold?**

- One starts by contacting FIT operators to assess their interest.

### **We are interested in cultural tourism. Whom do I contact?**

- Most of the large tour operators offer theme tours or adventure tours. Some tour operators even specialise in religious tours.

### **What is the best advertising medium?**

- ResExpressen, Destination (Aftonbladet), Metro and DN Resor are newspapers which cover nearly the whole of Sweden. They are one way of advertising to the consumer. Alternatively, Sweden has many lifestyle magazines which are excellent for reaching specific groups. Experienced travellers often subscribe to travel magazines. The Internet is also growing in importance as an advertising medium.

### **How can I distribute our brochure to all the travel agents?**

- There are mailing houses which specialise only in the travel trade.

### **How do I contact the travel press?**

- There is an association of Swedish Tourist journalists. President in October 2009 was Lennart Berns, e-mail [berns@comhem.se](mailto:berns@comhem.se).

### **Is there an Association of National Tourist Organisations (ANTOR) chapter in Sweden?**

- Yes. More information can be found at [www.antor.nu](http://www.antor.nu).

## Appendix 1 - Statistics

Departing international passengers for 2008 and 2007 from Sweden on a monthly basis:

Month	International Passengers		Change %
	Year 2008	Year 2007	
January	725,158	649,948	12
February	776,776	673,265	15
March	860,477	799,428	8
April	853,432	783,933	9
May	981,377	897,320	9
June	1,107,350	1,040,798	6
July	981,679	939,078	5
August	968,810	915,726	6
September	1,006,322	975,950	3
October	955,982	942,771	1
November	730,245	804,141	-9
December	744,710	788,865	-6
Total	10,692,318	10,211,223	5

Source: Swedish Transport Agency



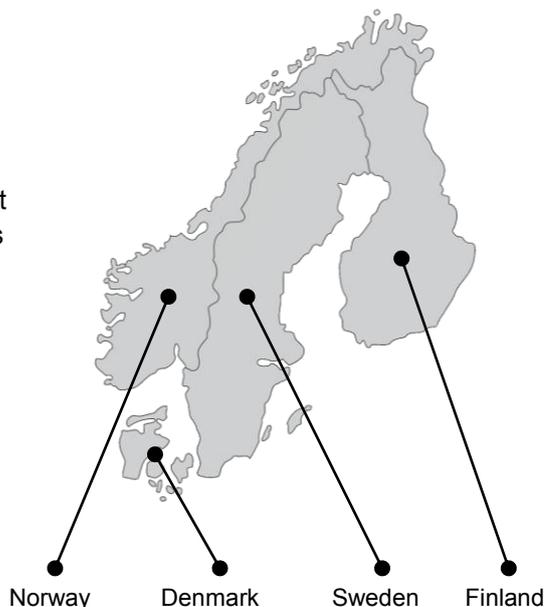
## The Nordic Market

There are many similarities among the Nordic countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Nordic markets it therefore might be relevant to consider the possibilities in the other countries as well.

All four Nordic countries work with trade and import promotion activities. Below you will find contact details of the import promotion organisations in Denmark, Finland, Norway and Sweden.

Population:	Denmark	5.5 million
	Finland	5.3 million
	Norway	4.8 million
	Sweden	9.3 million



### Denmark

The Danish Import Promotion Programme (DIPP) is integrated in the Danish Chamber of Commerce and operates under contract between The Danish International Development Assistance (Danida) and the Danish Chamber of Commerce.

The objective is to assist exporters in Africa, Asia and Latin America who wish to enter the Danish market with special focus on the 16 Danida programme countries.

#### Contact details:

DIPP – Danish Import Promotion Programme  
Boersen, Slotsholmsgade  
DK-1217 Copenhagen K, Denmark  
Phone: +45-3374 6000  
Fax: +45-3374 6080  
E-mail: [dipp@danskerhverv.com](mailto:dipp@danskerhverv.com)  
Internet: [www.dipp.eu](http://www.dipp.eu)

### Finland

The Finnish business partnership programme, Finnpartnership, provides advisory services for business activities of Finnish companies in developing countries and financial support in the planning, development and implementation phases of a project.

#### Contact details:

Finnpartnership - Finnish Business Partnership Programme  
c/o Finnfund  
P.O. Box 391  
FI-00121 Helsinki, Finland  
Phone: +358-9-3484 3314  
Fax +358-9-3484 3346  
Internet: [www.finnpartnership.fi](http://www.finnpartnership.fi)

### Norway

Department of international trade cooperation (DITC) is established according to an agreement between NORAD (Norwegian Agency for Development Cooperation) and HSH (Federation of Norwegian Commercial and Service Enterprises). DITC promotes imports from developing countries.

#### Contact details:

HSH – Department of International  
Trade Promotion  
P.O. Box 2900 Solli,  
NO-0230 Oslo, Norway  
Phone: +47-2254 1700  
Direct phone: +47-2254 1752  
Fax: +47-2256 1700  
E-mail: [ellen.gjeruldsen@hsh-org.no](mailto:ellen.gjeruldsen@hsh-org.no)  
Internet: [www.hsh-org.no](http://www.hsh-org.no)

### Sweden

The programme is carried out in cooperation with Sida (Swedish International Development Cooperation Agency). It focuses on business contacts, market information, training and extended contacts in order to promote export from developing countries.

#### Contact details:

Swedish Chambers of Commerce  
Trade Promotion  
P.O. Box 16050  
SE-103 21 Stockholm, Sweden  
Phone: +46-8-555 100 00  
Fax: +48-8-566 316 30  
E-mail: [info@chambertrade.com](mailto:info@chambertrade.com)  
Internet: [www.swedishchambers.se](http://www.swedishchambers.se)

Swedish Chambers of Commerce  
Trade Promotion  
PO Box 160 50  
103 21 Stockholm, Sweden

Phone: + 46 (0)8 555 100 00  
Fax: + 46 (0)8 566 316 30  
[www.swedishchambers.se](http://www.swedishchambers.se)  
[www.chambertrade.com](http://www.chambertrade.com)  
e-mail: [info@chambertrade.com](mailto:info@chambertrade.com)



*Swedish Chambers*