



# Nordics

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**Traveler gender:**

49% female, 51% male

**Average traveler age:**

30-70 years old

**Average annual income:**

\$95,693

**Average party size:** Couples  
or families with 2-3 kids

**Average length of stay:**  
14-20 days

**Average daily spend:**  
Not available

**Average annual paid  
time off:** 25-30 days plus  
10 bank holidays

**Travel preference:**  
Fly-drive, groups with leader

**Seeking:** Nature, active, soft  
adventure, culture, culinary

**Quirks of Nordic travelers:**

The Nordic countries represent the third-largest outbound travel market in Europe and spend more money than the average European tourist on food, accommodation and attractions while on holiday. The level of income is high, and a record high share of income is spent on travelling. Almost nowhere in the world do people travel abroad as often as Nordic tourists.

Although four different nationalities, the Nordic travelers have a lot in common. We love nature and being active, just as much as we love good food – preferably paired with a nice beverage. The more local these culinary delights get, the better. We also love bragging about culinary highlights on our Instagram accounts so our followers/friends don't miss that we are abroad.

We are all very concerned about the environment, and sustainable living is part of who we are. We know what we'd like to experience on our tour, but not everything will be booked in advance since we like staying a little flexible.

It is important to us to stay connected with friends and family while on holiday, and we might look for restaurant recommendations while traveling. Free WiFi at our accommodation and in restaurants is therefore something that we appreciate – or even expect. English is widely spoken, which makes it easy to interact with us while traveling. You will, however, experience that Danes might be more talkative than the Finns.

**Perception of the GAW:**

Although the U.S.A. is a frequently visited country among the Nordic travelers – even our top favorite long-haul destination – the Great American West is still rather new to us.

The characteristics of the region do, however, match our preferences: great nature and wildlife, the possibility to be active on our holiday, and the possibility to experience a lot of different things while traveling. We love a good roundtrip that would take us to the small, quirky towns; high mountains; calm waters – and everything in between.