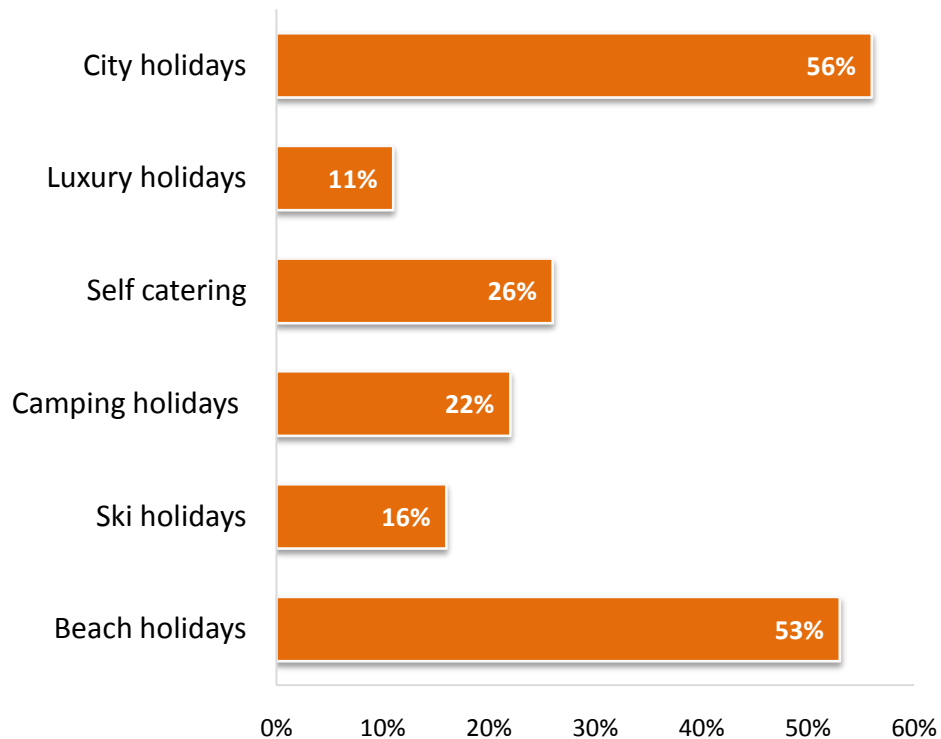




Our readers in Sweden are frequent travellers

What kind of holiday do our readers plan to take this year?



97% will take a holiday this year.

16% will spend more than 50 000 SEK on holidays this year.

24% fly more than 5 times a year for business reasons. Of which...

- **69%** will make short haul journeys
- **39%** will make long haul journeys
- **30%** will make domestic journeys

37% have an annual household income of more than 500 000 SEK.

47% have a smartphone (iPhone, Blackberry etc).

44% have children.