

HIGH DEMAND ON EXPLORING THE SWEDISH LIFESTYLE

TEXT: ANNABEL DAISLEY | PHOTO: HENRIK TRYGG

As the largest country in the Nordic region, Sweden has something to offer every type of traveller, from vibrant cities to its enchanting nature and wildlife. “When we ask Brits to rank what they look for in a trip to Sweden, we see things like ‘experiencing the lifestyle during the summer months’ and ‘focusing on outdoor experiences’ at the top of the list,” says Gabriel Dorch, Senior Travel Trade Manager UK & US, and Country Manager in the UK at SCC member Visit Sweden.



Visit Sweden has the official national assignment to promote the country as a tourist destination. This by ensuring the visibility of the country and by trying to reach audiences that consider Sweden as a potential holiday destination. “Many have a fascination with Sweden as it is seen as a safe, secure, and hospitable destination while also being easily accessible,” Gabriel explains.

Bouncing back

During the pandemic, the tourism and hospitality industry was struck severely as it affected people’s ability to travel. However, according to Visit Sweden’s statistics, the industry has started to bounce back. “In our last review, the number of bed-nights was above the 2019 levels, and they are expected to increase further in 2023 and onwards.” Gabriel says that the outlook for both foreign and Swedish domestic tourism is positive, and that bed-nights will, on average, increase by three percent each year from 2019 until 2032.

Maximising time

According to Gabriel, trips aiming to stimulate our senses are growing in popularity. “Many chose activities that increases wellbeing, both physically and mentally, such as experiences in nature. Another trend we see among travellers is a desire to maximise time.”

When it comes to travelling post the pandemic, Gabriel has observed a few patterns. “One is the desire for ‘safe travel’, which might be a response to the uncertainty in the world. Another important trend is ‘catching up’ – the desire to spend time with loved ones.” Gabriel says that the latter has been particularly emphasised in the last two years, as people have had restricted possibilities during the pandemic.

“
Many have a fascination with Sweden as it is seen as a safe, secure, and hospitable destination while also being easily accessible.

The curious traveller

According to Gabriel, the Swedish lifestyle is thought of as being progressive and modern, which might be why many have a fascination with it. Looking at the typical visitor, Visit Sweden has identified a key audience. “They are curious travellers who want to explore, try new things, as well as learn more about other cultures. They are active and deep diving; they want to do more than just scratch the surface.”

Gabriel believes that most Brits see a trip to Sweden as a form of city break, but would gladly include natural phenomenon such as the northern lights or the midnight sun, and spending time outdoors. “We know that British holidaymakers want to experience a lot during their trips and are happy to combine their city trips with experiences outside the city centres.” For travellers seeking to make the most out of their holiday trip, choosing Sweden as destination should indeed be a no-brainer.

Moreover, Gabriel emphasises the need of creating long-lasting value through travelling. “In Sweden, we believe in exploring tourism of tomorrow as well as starting a new era where we get to embrace the world from new perspectives.”

