

TOURISM BUSINESS IN JÄMTLAND HÄRJEDALEN

11,7
MILLION

Guest nights per year

2,9
MILLION

Guest nights in Commercial
Accommodations (total)

560 000

Foreign Guest Nights
(Commercial)

1,1

MILJONER

Daytime visitors per year

236 200

Of the Foreign Guest Nights are
made by Norwegians

COMMITMENT
AMBIENCE
INNOVATION
JOBS
A SENSE OF PRIDE
TAX REVENUE
MIGRATION
FIRST TIME JOBS
SUSTAINABLE GROWTH
ATTRACTIVENESS
INTEGRATION

1,25%

Of all residents in
Sweden live in
Jämtland Härjedalen

132 700

Residents in the Region
Jämtland Härjedalen



30-40 000 Moose 47 000 Reindeer 700 Bears

Tourism is a core industry in the
region with a yearly turnover of:

6,78

BILLION

+4%

Compared to 2024

The Tourism business generates:

7 000

FULL TIME JOBS

4 500

Directly employed

2 510

Indirectly
employed



3,2

MILLION

Ski days



29

WHITE GUIDE

Restaurant & Café
Mentions



225

NATURE AND
CULTURE
TOURISM
BUSINESSES

68 of these are
Homestead museums



>123 500

BEDS

In commercial
accommodations.
(Hotels, hostels, camping,
cabins, apartments)



33 660

HOLIDAY HOMES

0,9 per inhabitant in
the community
Härjedalen



SONFJÄLLETS
NATIONAL PARK



GEO PARK
INDALSÄLVEN



2025