

Travel Trade Key Insights

Markets: Germany-Switzerland-Austria

August 2025

Visit Sweden

Germany



Overview Germany



Market

83,5 Mio inhabitants/ 236 per km²

11,8 Mio families with kids

42% single-person households

33% two-person households

50% older then 45 years

20% older then 66 years

3.074 EUR average net household income

16 federal states

TOP3 by inhabitants: North Rhine-Westphalia, Bayern, Baden-Württemberg

various times for school holidays in all federal states

Source



Travel Trade

68,3 Mio holiday trips more than 5 days (2024)/ 23,6% within Germany

80% travel intensity (people who travel)

around 2.300 Tour operators

around 8.000 travel agencies

50% booking travel packages via Tour operators/ travel agencies

examples tour operators: TUI, DERTOUR, Aida Cruises, Schauinsland Reisen, Alltours

Source



Alexander Hall/imagebank.sweden.se

Visit Sweden

Overview Germany



Target group: Global travellers

27 million German global travellers with an interest in Sweden

holiday travel and environmental concerns:

- ✓ avoiding crowded places
- ✓ train before plane if possible
- ✓ cycle/ e-bike or walk
- ✓ travelling outside the destination's high season
- ✓ locally produced and organic food



General thoughts & values

My family is the most important thing in my life

Protecting the environment is important to me.

Having a good time is important.

I think everyone should have the same fair opportunities in life.

A healthy lifestyle is important to me.



Reasons for a holiday in Sweden

- ✓ Experiencing nice nature
- ✓ relaxing
- ✓ experience new cities and places
- ✓ enjoying peace and quiet
- ✓ Increase well-being

Reasons for well-being during that stay

- ✓ fresh air (72%)
- ✓ closeness to nature (70%)
- ✓ Swedish lifestyle & culture (55%)
- ✓ quality time with people joining (54%)
- ✓ local food & drinks (48%)

Overview Germany



Travel to Sweden

3,57 Mio overnight stays in 2024
(+30% since 2008/ +5% from 2023)

41% Camping

33% Hotel

21% holiday cottages and apartments

28% of all overnight stays from German guests **travelling “North”** are going to **Sweden**

around **68%** of all overnight stays take place **between June and August**
(+3% from 2023)

more than **55%** staying **5 nights or longer**

TOP5 regions: Stockholm, West Sweden with Gothenburg, Skåne, Kalmar + Öland, South of Småland (Kronoberg)

[Source](#)



Travel to Sweden

59% with my partner

22% kids between 6-10 years

22% kids between 11-18 years

16% kids between 0-5 years

14% Friends

14% alone

7% parents/ grandparents

6% other relatives

6% kids older than 18 years

[Source](#)



Travel to Sweden

42% car

28% flight

22% ferry with own car/ vehicle

21% campervan

20% train

18% buss

12% caravan

10% bicycle

9% motorbike

Overview Germany



Type of trip to Sweden

1. Citybreak/ -trip
2. Trip with focus on outdoor- and nature experiences
3. Beach/ nature holiday
4. Round trip (with accommodation in several places)
5. Trip with focus culinary aspects
6. Family holiday
7. Culture/ Sightseeing trip



Knowledge about Sweden as a travel destination

56% knowing
19% high knowing

Interest to travel to Sweden:

47% not visited yet but interested to go
40% visited and interested to go again



Booking Sweden

38% want to book a **package**
incl. transportation
+13% want to book a **package**
without transportation

47% want to book their Sweden
package via personal contact with a
travel agency/ tour operator

*“Why a package? Because it is
convenient, easy to use, has better
protection and it feels good to rely on
experts.”*

39% wants to book transportation
35% wants to book an accommodation



Search about Sweden

- ✓ Website/ App from big travel platforms
- ✓ free google search for destination
- ✓ recommendations from family & friends
- ✓ Website/ App from national tourist board
- ✓ Reviews from other travellers on platforms
- ✓ Websites/ Apps from suppliers
- ✓ Travel blogs
- ✓ Guidebooks, brochures etc.
- ✓ Website/ Apps from travel agencies/ tour operator
- ✓ Wikipedia
- ✓ Video platforms
- ✓ Travel magazines
- ✓ Instagram/ Facebook

Overview Germany

Important factors influencing the choice of Sweden as a travel destination, e.g.

- exceptionally beautiful nature
- Have been there and liked it very much
- interesting cultural attractions and places to visit
- Experiences and activities
- Feel safe and secure
- Sweden takes care of it's nature and inhabitants
- Sweden feels different
- Recommendation of family/ friends
- overall value for money

Source

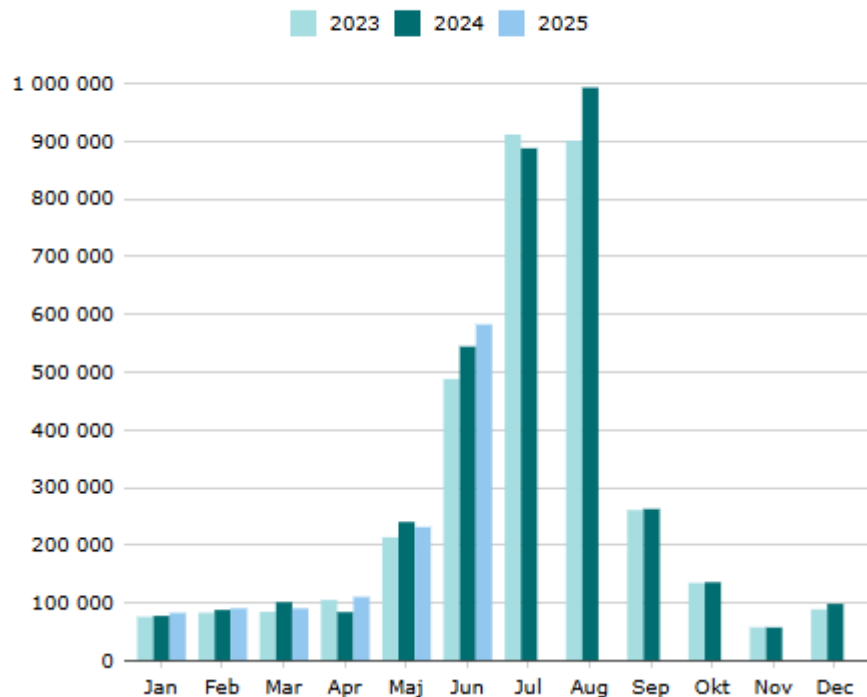


Roger Borgelid/imagebank.sweden.se

Visit Sweden

Guestnights 2023/ 2024/ 2025 – Germany

Gästnätter per månad



January – December 2023

3 412 010 st

Total antal gästnätter, 2023-01 - 2023-12

+282 773 st **+9,0%**

Utveckling jämfört med föregående period,
2022-01 - 2022-12

January – December 2024

3 577 578 st

Total antal gästnätter, 2024-01 - 2024-12

+165 568 st **+4,9%**

Utveckling jämfört med föregående period,
2023-01 - 2023-12

January – June 2025

1 192 161 st

Antal utländska gästnätter, 2025-01 - 2025-06

+52 979 st **+4,7%**

Utveckling jämfört med föregående period,
2024-01 - 2024-06

Switzerland



Overview Switzerland



Market

9 Mio inhabitants/ 215 per km²

37% single-person households

33% two-person households

average age 42 years

20% older than 65 years

6.902 CHF average disposable income per household

26 Cantons

TOP3 by inhabitants: Zürich, Bern, Waadt (Lausanne)

various times for school holidays

4 national languages

[Source](#)



Travel Trade

21 Mio holiday trips more than 1 overnight (2023)/ 36% within Switzerland

89% travel intensity (people who travel)

around 1.400 travel agencies

around 20% booking via travel agencies

around 37% booking travel packages

examples tour operators*:

- DER Touristik Suisse AG (Kuoni, Kontiki, Railtour)
- Hotelplan Suisse* (Migros Ferien, Travelhouse)
- TUI Suisse Ltd. (airtours, Cruisetour)
- Knecht Reisegruppe (Glur Reisen, Baumeler Reisen...)
- Globetrotter Group AG

* Change of ownership underway

[Source 1](#)
[Source 2](#)
[Source 3](#)



Travel to Sweden

412.000 overnights in 2024

(+117% since 2008/ -1% since 2023)

52% Hotel

35% Camping

5% holiday cottages and apartments

33% of all overnight stays from Swiss guests travelling “North” are going to Sweden

around 65% of all overnight stays take place between June and August

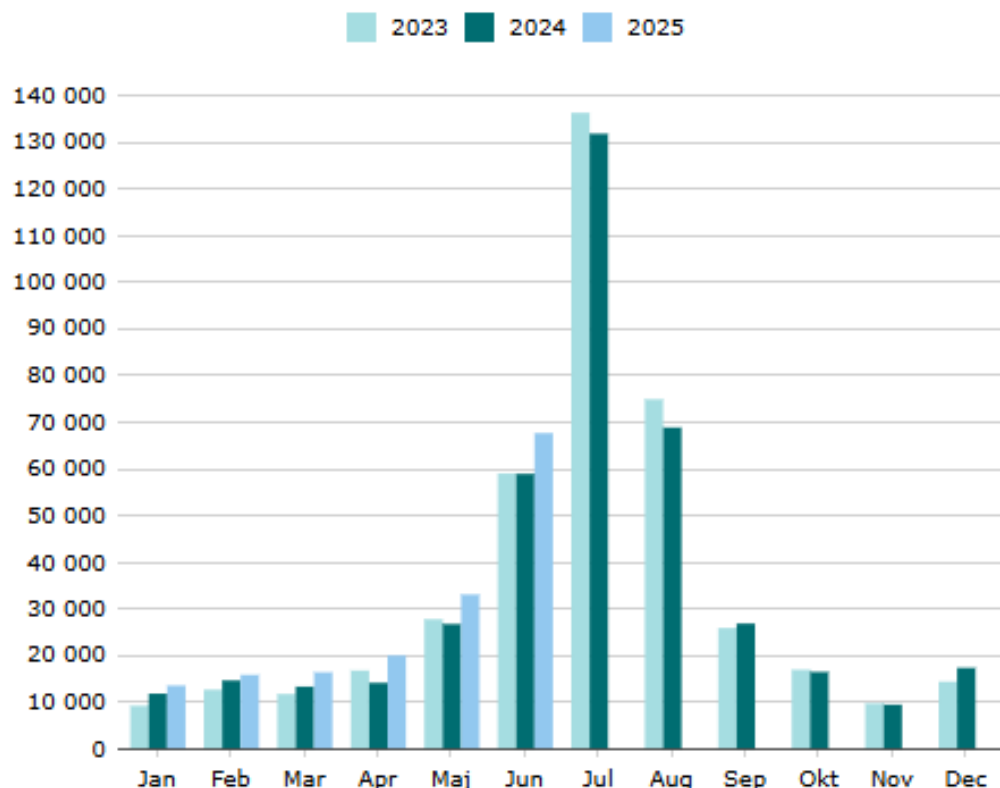
TOP5 regions: Stockholm, West Sweden with Gothenburg, Skåne, Kalmar + Öland, Swedish Lapland

[Source](#)

Visit Sweden

Guestnights 2023/ 2024/ 2025 – Switzerland

Gästnätter per månad



Source

January – December 2023

416 594 st

Total antal gästnätter, 2023-01 - 2023-12

+47 054 st **+12,7%**

Utveckling jämfört med föregående period,
2022-01 - 2022-12

January – December 2024

411 669 st

Total antal gästnätter, 2024-01 - 2024-12

-4 925 st **-1,2%**

Utveckling jämfört med föregående period,
2023-01 - 2023-12

January – June 2025

167 166 st

Antal utländska gästnätter, 2025-01 - 2025-06

+26 884 st **+19,2%**

Utveckling jämfört med föregående period,
2024-01 - 2024-06

Austria



Overview Austria



Market

9,2 Mio inhabitants/ 109 per km²

2,5 Mio families with kids

38% single-person households

50% two-person households

20% older than 65 years

4.025 EUR average net household income

9 federal states

TOP3 by inhabitants: Wien, Nieder-
österreich, Oberösterreich

slightly different times for school holidays

Source



Travel Trade

27,5 Mio holiday trips more than 1 overnight
(2024)/ 47% within Austria

76,4% travel intensity (people who travel)

around 2.465 travel agencies

around 26% booking via travel agencies

around 30% booking travel packages

Examples tour operators:

- TUI Österreich
- Dertour Austria GmbH
- Verkehrsbüro (Ruefa, Eurotours)
- Eurofun Touristik GmbH
- Alpinschule Innsbruck (ASI Reisen)
- Kneissl Touristik

Source 1
Source 2



Travel to Sweden

184.000 overnights in 2024
(+1,5% since 2023)

66% Hotel

21% Camping

6% Hostel

around 58% of all overnight stays take
place between June and August

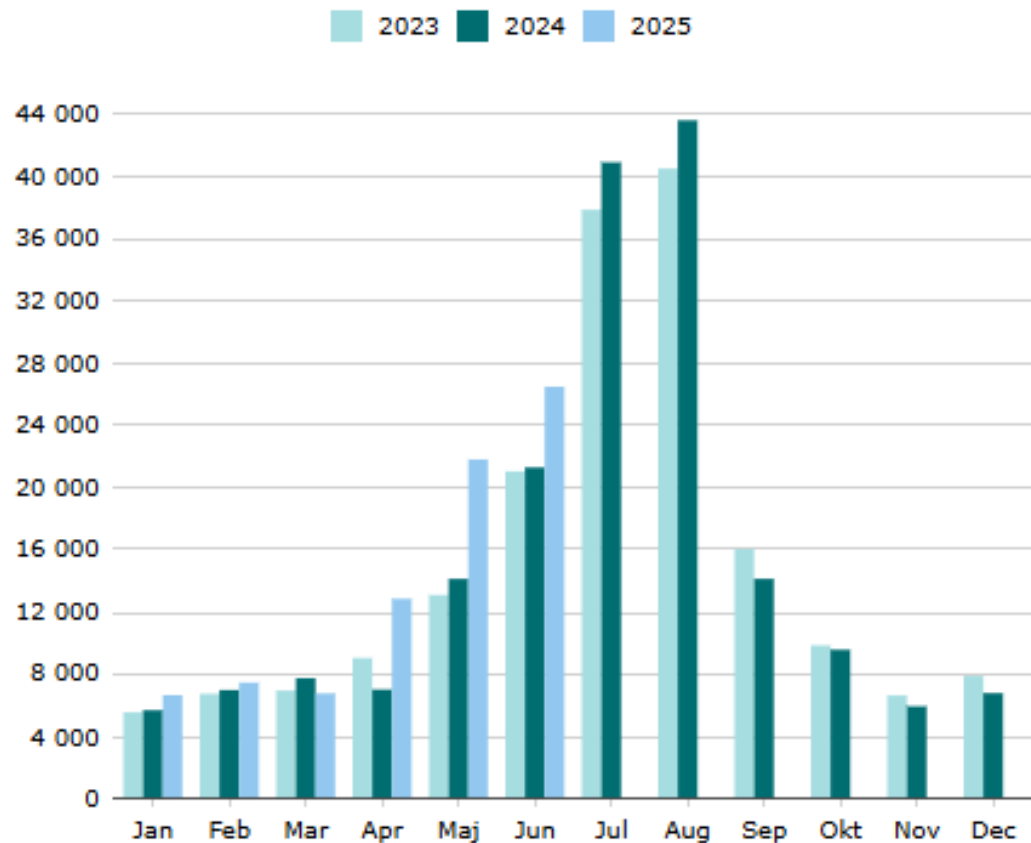
TOP3 regions: Stockholm, West Sweden
with Gothenburg, Skåne, Kalmar + Öland,
Swedish Lapland

Source

Visit Sweden

Guestnights 2023/ 2024 / 2025 – Austria

Gästnätter per månad



January – December 2023

181 281 st

Total antal gästnätter, 2023-01 - 2023-12

+39 108 st **+27,5%**

Utveckling jämfört med föregående period,
2022-01 - 2022-12

January – December 2024

183 883 st

Total antal gästnätter, 2024-01 - 2024-12

+2 602 st **+1,4%**

Utveckling jämfört med föregående period,
2023-01 - 2023-12

January – June 2025

82 075 st

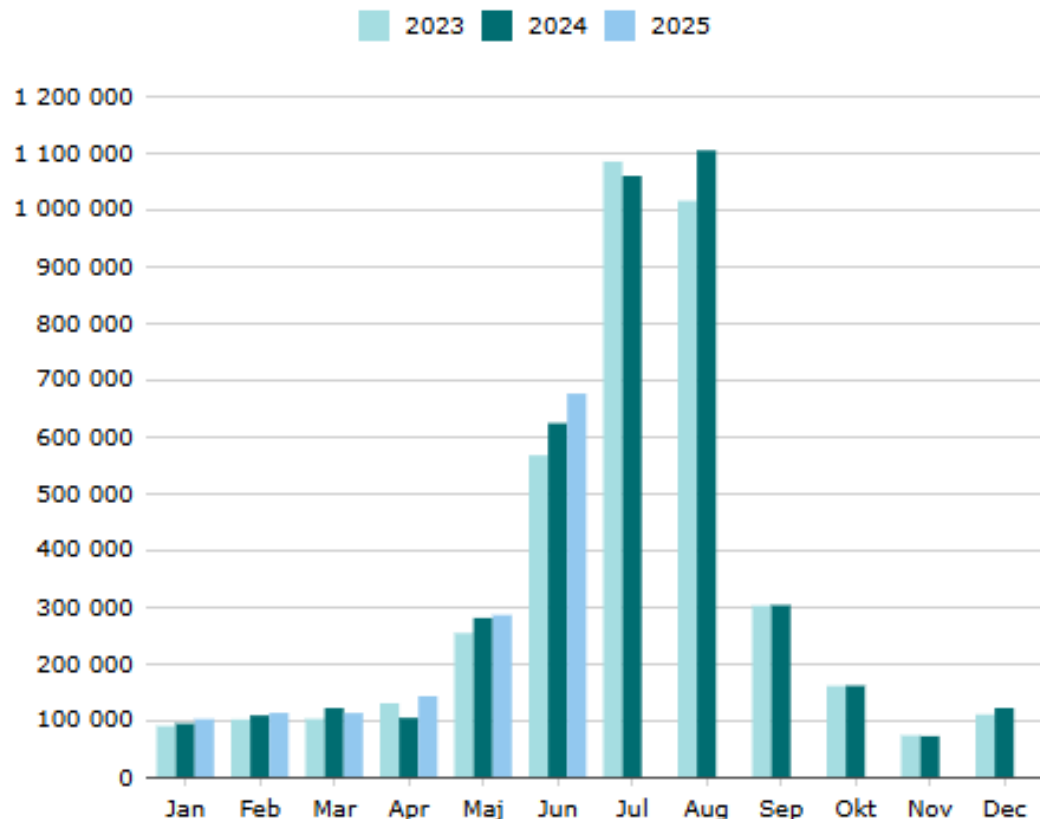
Antal utländska gästnätter, 2025-01 - 2025-06

+19 203 st **+30,5%**

Utveckling jämfört med föregående period,
2024-01 - 2024-06

Guestnights 2023/ 2024/ 2025 – DACH region

Gästnätter per månad



January – December 2023

4 009 885 st

Total antal gästnätter, 2023-01 - 2023-12

+368 935 st +10,1%

Utveckling jämfört med föregående period,
2022-01 - 2022-12

January – December 2024

4 173 130 st

Total antal gästnätter, 2024-01 - 2024-12

+163 245 st +4,1%

Utveckling jämfört med föregående period,
2023-01 - 2023-12

total internat.
Guestnights in Sweden

25%

16 807 964 st

Antal utländska gästnätter, 2024-01 - 2024-12

+335 441 st +2,0%

Utveckling jämfört med föregående period,
2023-01 - 2023-12

January – June 2025

1 441 402 st

Antal utländska gästnätter, 2025-01 - 2025-06

+99 066 st +7,4%

Utveckling jämfört med föregående period,
2024-01 - 2024-06

Visit Sweden for Travel Trade (DACH market)

We are happy to help!



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Välkommen!

