

Market in snapshots – Belgium

Visit Sweden

Malcolm Hanes/Johnér/imagebank.sweden.se

The Belgian market – some facts and figures

BNP growth 2025

1,1%

Belgian guest nights in Sweden 2024

268 889

Change of Belgian guest nights in Sweden
2008-2024

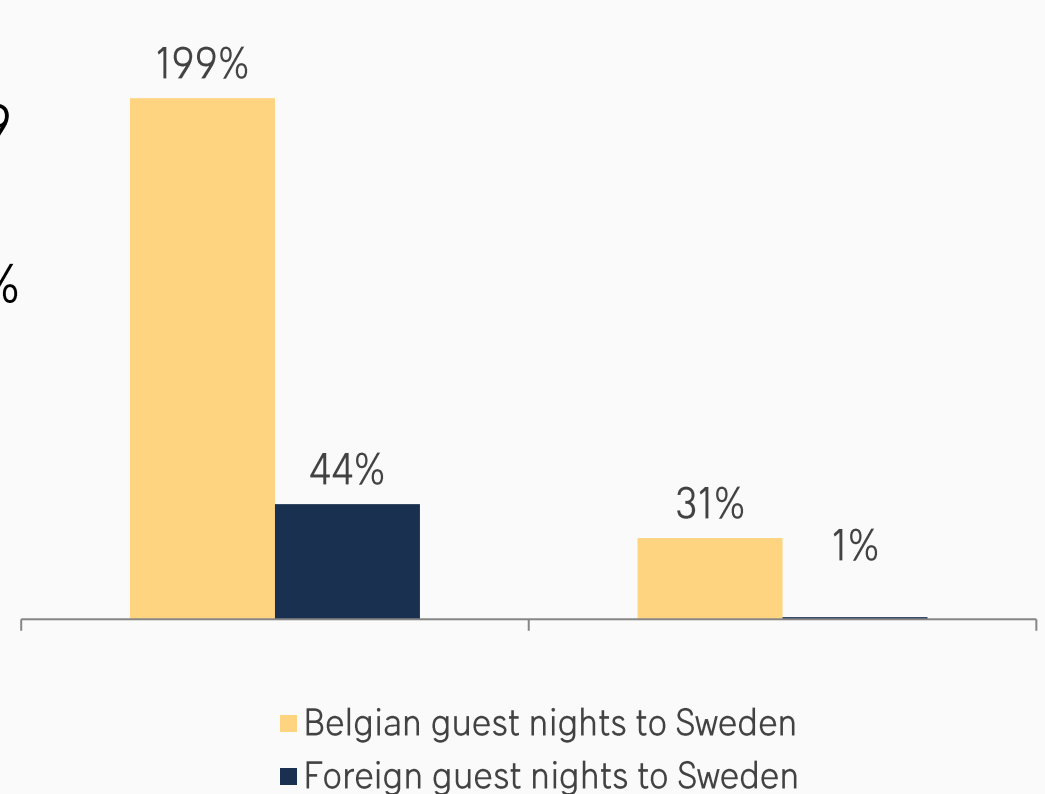
+198,5%

Change of Belgian guest nights abroad
(in general) 2008-2024

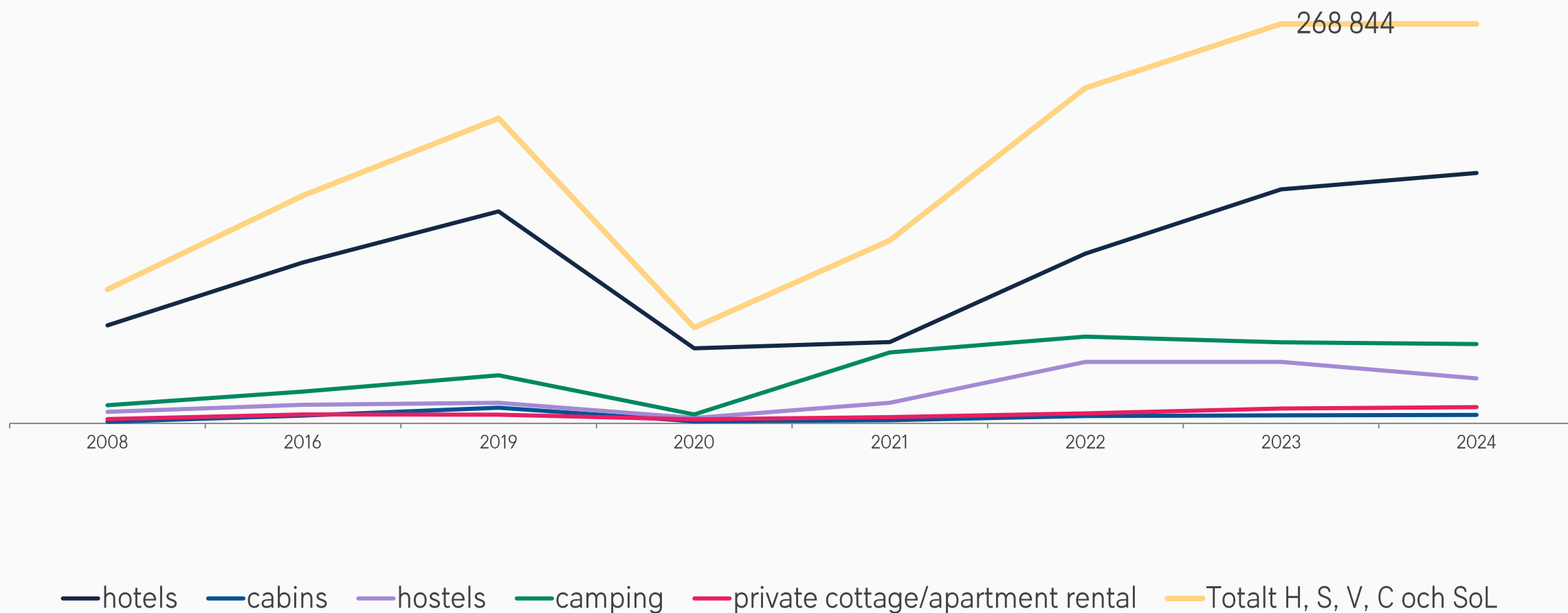
+40%

Part of Belgian foreign guest nights to
Sweden 2024 (was 0,2% in 2008)

0,36%

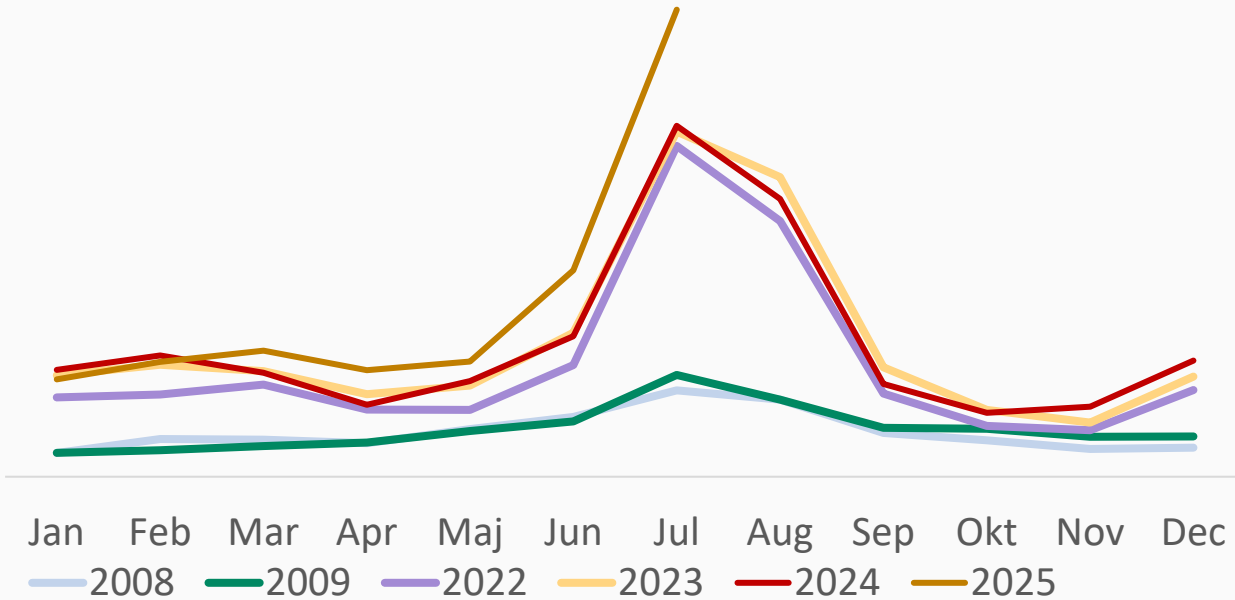


Development of Belgian overnight stays in various forms of accommodation



Källa: Tillväxtverket/SCB (2024), Antal gästnätter avser HSVCSol: Hotell (H), stugbyar (S), vandrarhem (V), campingplatser (C) och förmedlade privata stugor och lägenheter (SoL).

Travel patterns of the Belgian visitors



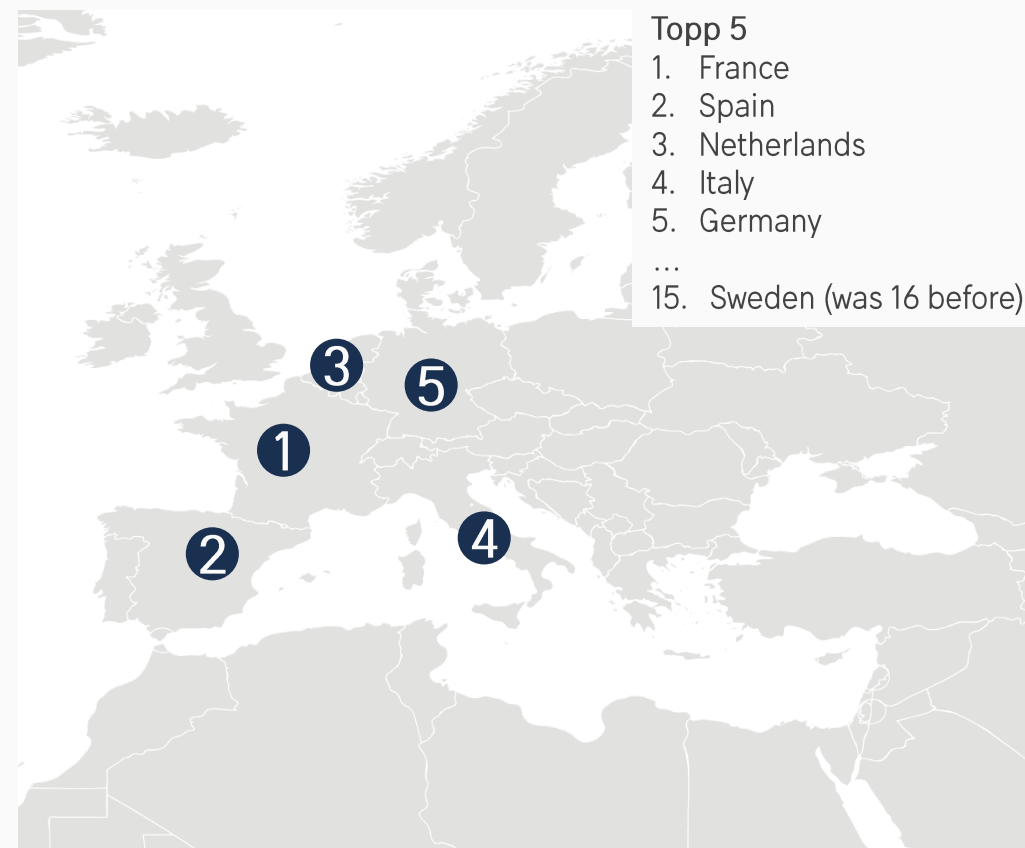
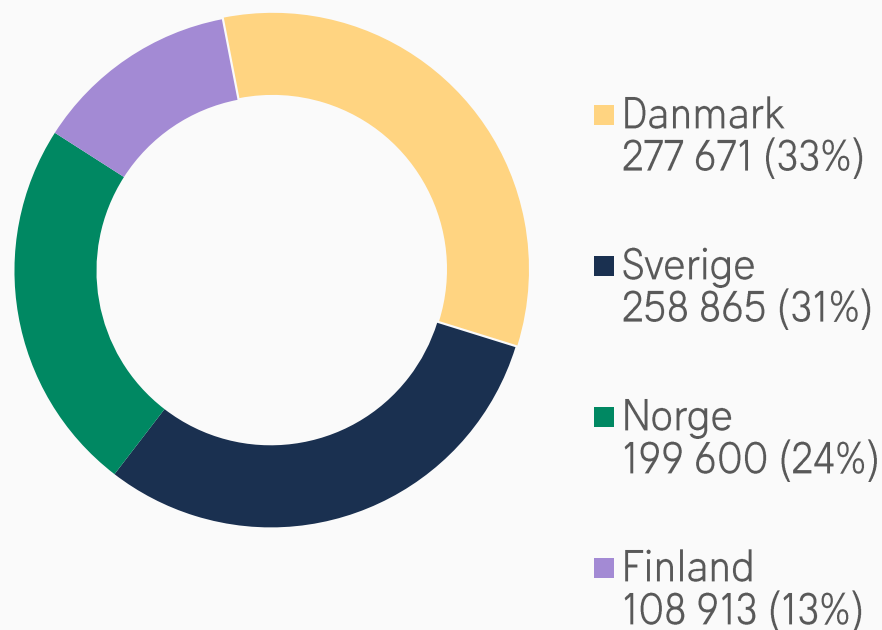
Källa: Tillväxtverket/SCB (2024)



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The Belgian top 5 destinations in Europe 2024 & division in the Nordics (2023)



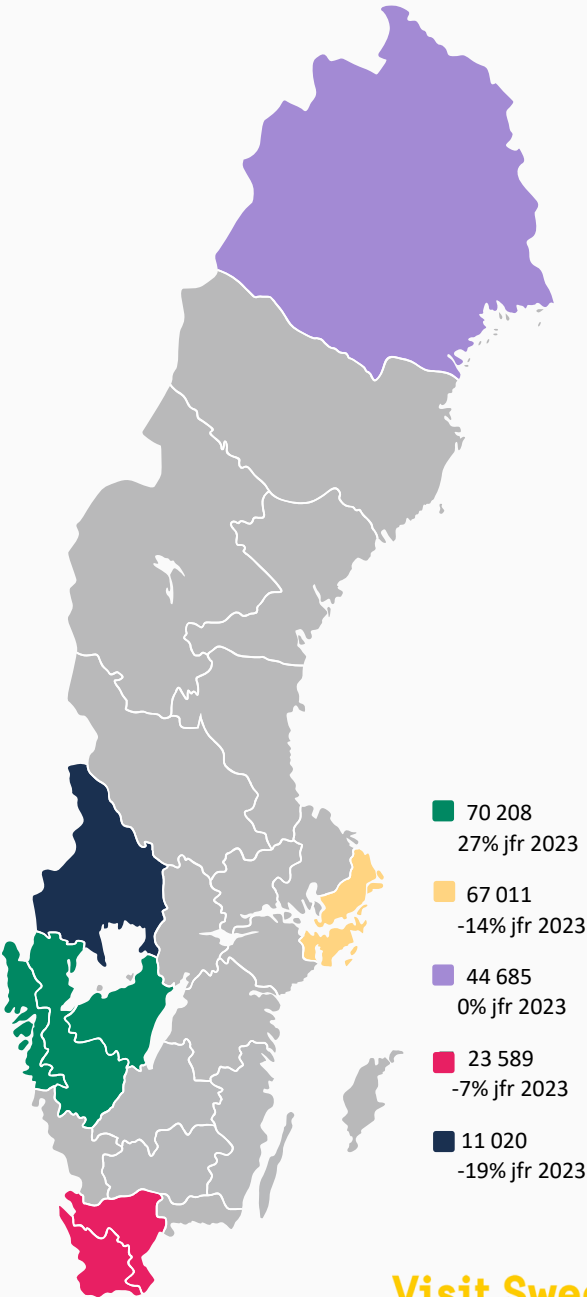
Counties with the most belgian overnights 2024

Region	Guest Nights 2024	Guest Nights 2023	Change %	Change
Västra Götaland	70 208	55 312	27%	14 896
Stockholm	67 011	78 155	-14%	-11 144
Norrbotten	44 685	44 693	0%	-8
Skåne	23 589	25 369	-7%	-1 780
Värmland	11 020	13 669	-19%	-2 649
Jönköping	6 850	6 276	9%	574
Kalmar	5 931	5 771	3%	160
Dalarna	5 777	5 499	5%	278
Jämtland	5 719	3 601	59%	2 118
Kronoberg	5 470	7 401	-26%	-1 931
Halland	3 436	3 677	-7%	-241
Orebro	3 381	3 400	-1%	-19
Uppsala	3 105	2 691	15%	414
Ostergötland	2 889	3 243	-11%	-354
Västerbotten	2 156	2 877	-25%	-721
Blekinge	1 910	2 323	-18%	-413
Gävleborg	1 748	965	81%	783
Södermanland	1 563	1 392	12%	171
Gotland	1 090	870	25%	220
Västernorrland	955	1 207	-21%	-252
Västmanland	396	453	-13%	-57

Due to a change in booking systems, the statistics from summer 2024 and onwards are not completely reliable, since hotel nights are partly missing.

AirBnB is not registered either.

Västra Götaland and Jämtland show the largest growth in numbers.



Källa: Tillväxtverket/SCB (2025)

Planning and booking



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Ulf Lundin/imagebank.sweden.se

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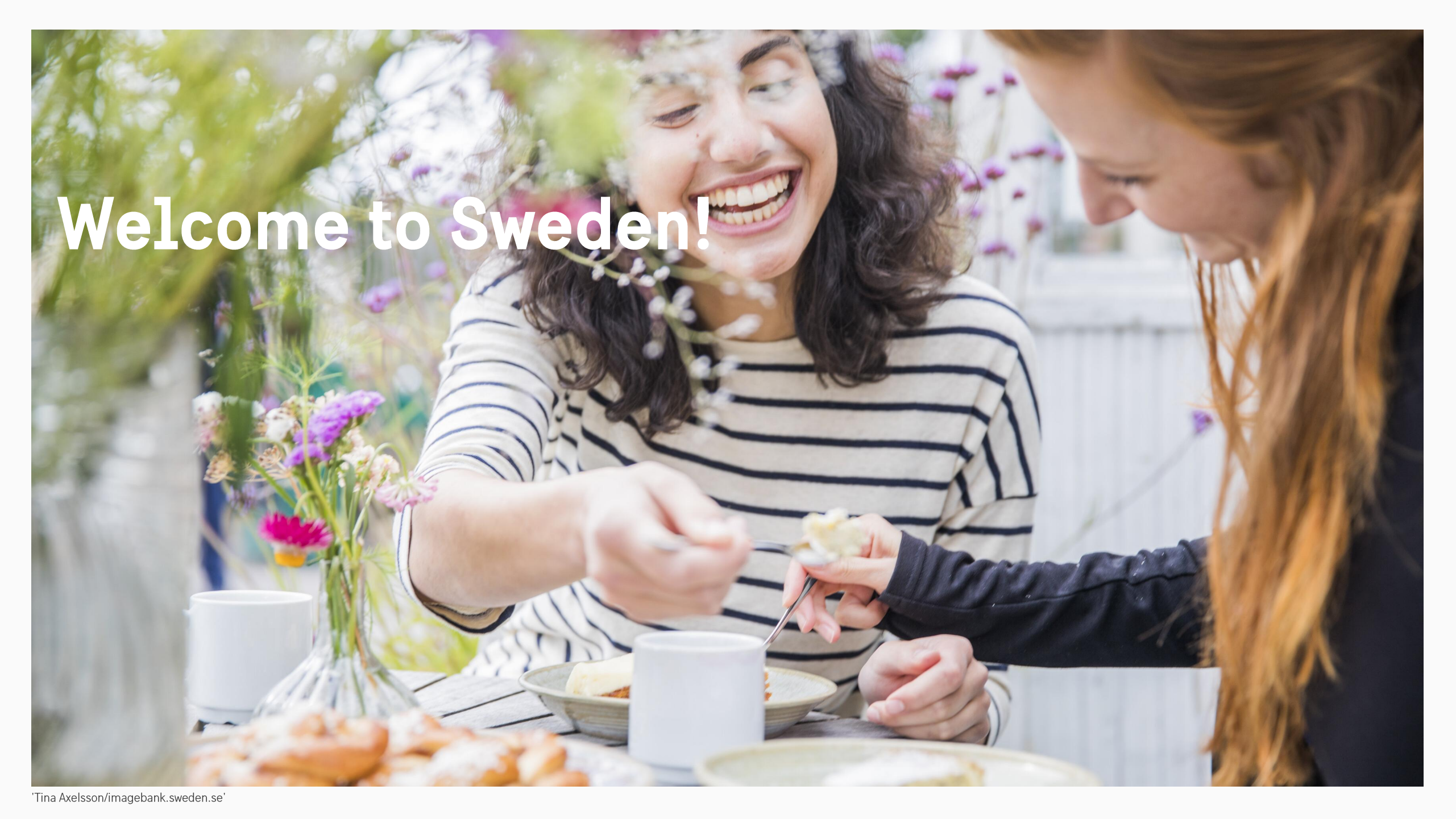
Events

FAM-Trips

<https://traveltrade.visitsweden.com/participate/fam-trips/>

Travel Trade Events

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A photograph of two women sitting at a wooden table outdoors, enjoying a meal. The woman on the left, with dark curly hair and a wide smile, is wearing a black and white striped shirt. She is holding a spoon and a small piece of food. The woman on the right, with long blonde hair, is leaning in and looking at the food. On the table, there are white mugs, a glass vase with purple and pink flowers, and a plate of food. The background is a soft-focus outdoor setting with greenery and a white fence.

Welcome to Sweden!