

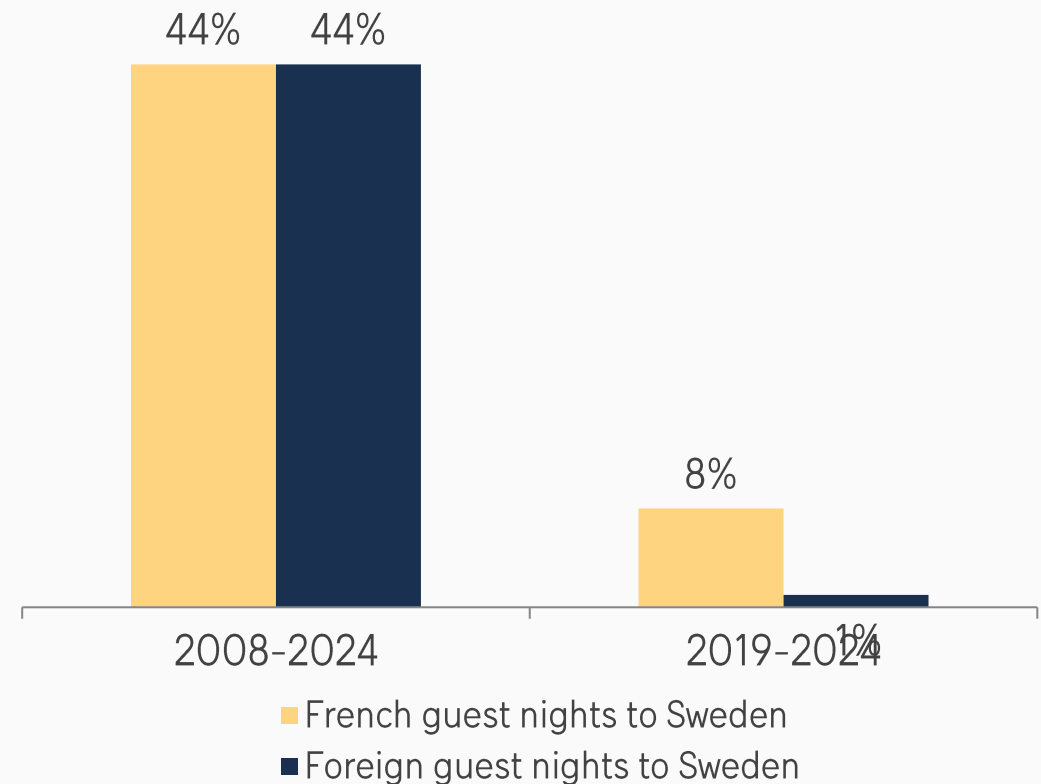
Market in snapshots – France



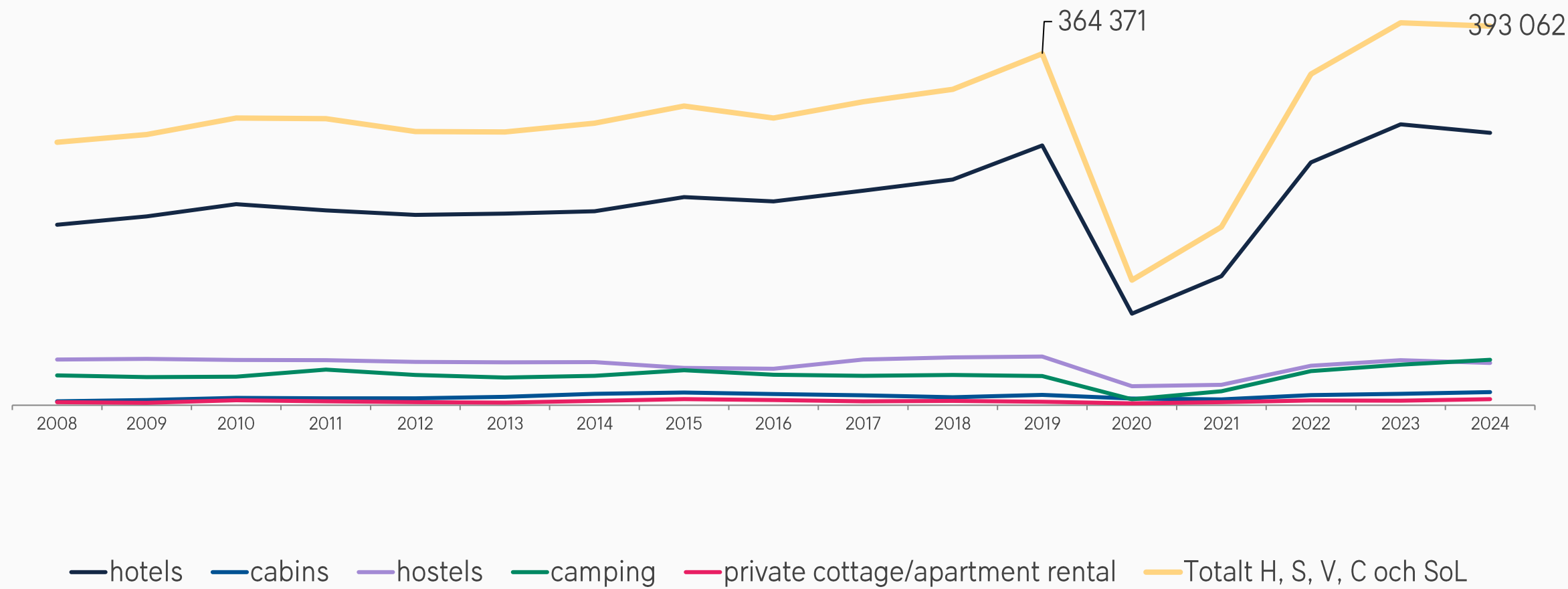
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The French market – some facts and figures

BNP growth 2025 (prognosis)	+0,5%
French guest nights to Sweden 2024	393 062
Change of French guest nights in Sweden 2008-2024	+44%
Change of French guest nights abroad (in general) 2008-2024	+37%
Part of French guest nights to Sweden 2024	0,15%

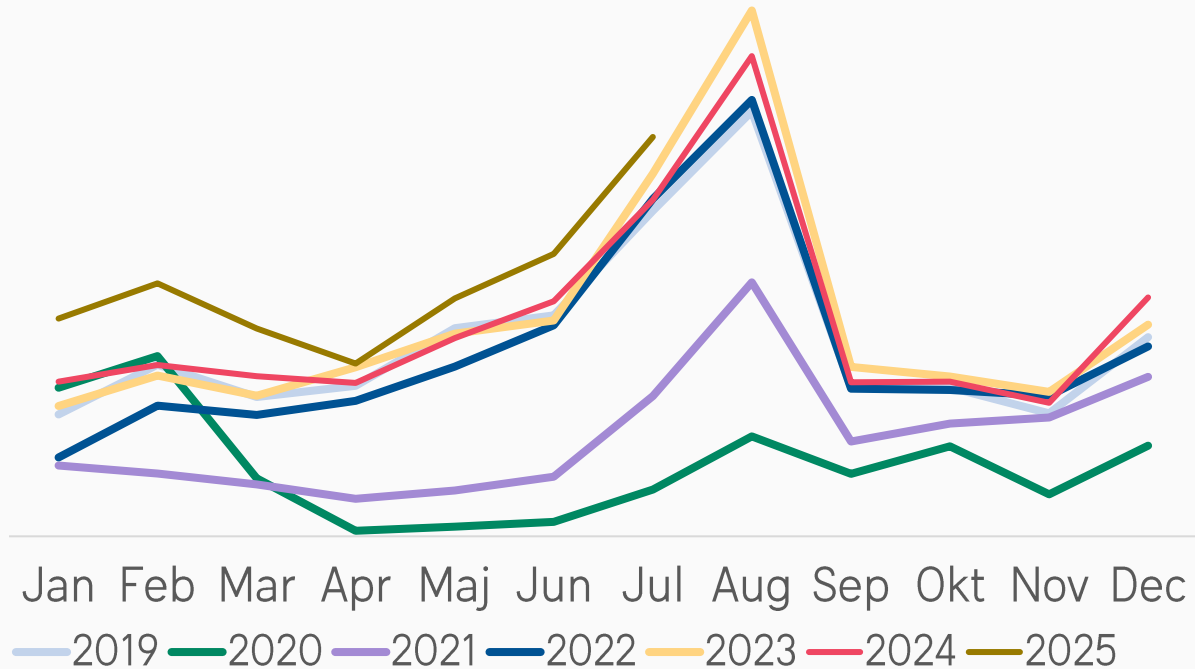


Development of French overnight stays in various forms of accommodation



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 French visitors



- 34% stay over a (long) weekend
- 45% stay longer than 5 days
- Winter holidays are on the rise

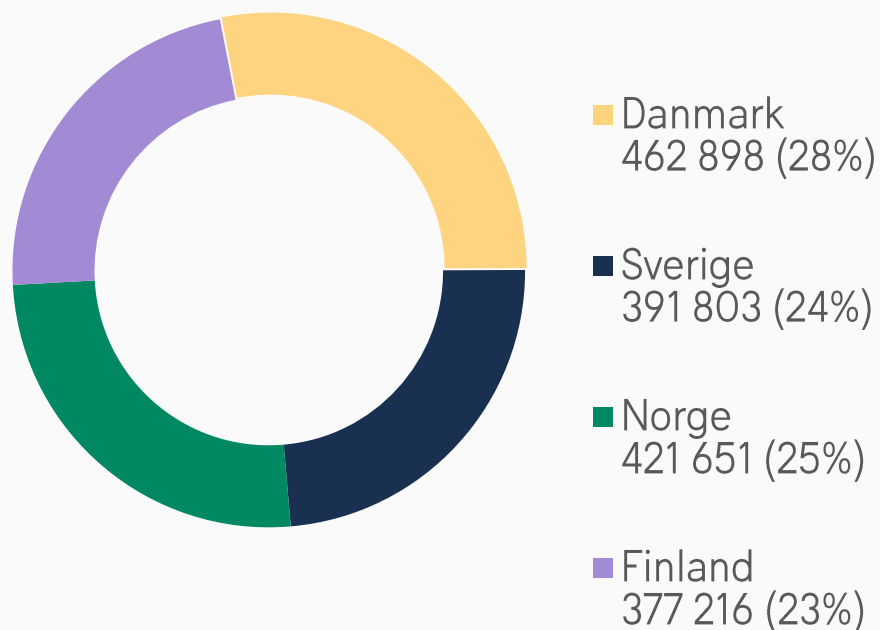
Målgruppsanalys 2024, Visit Sweden/YouGov
Tillväxtverket 2025



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

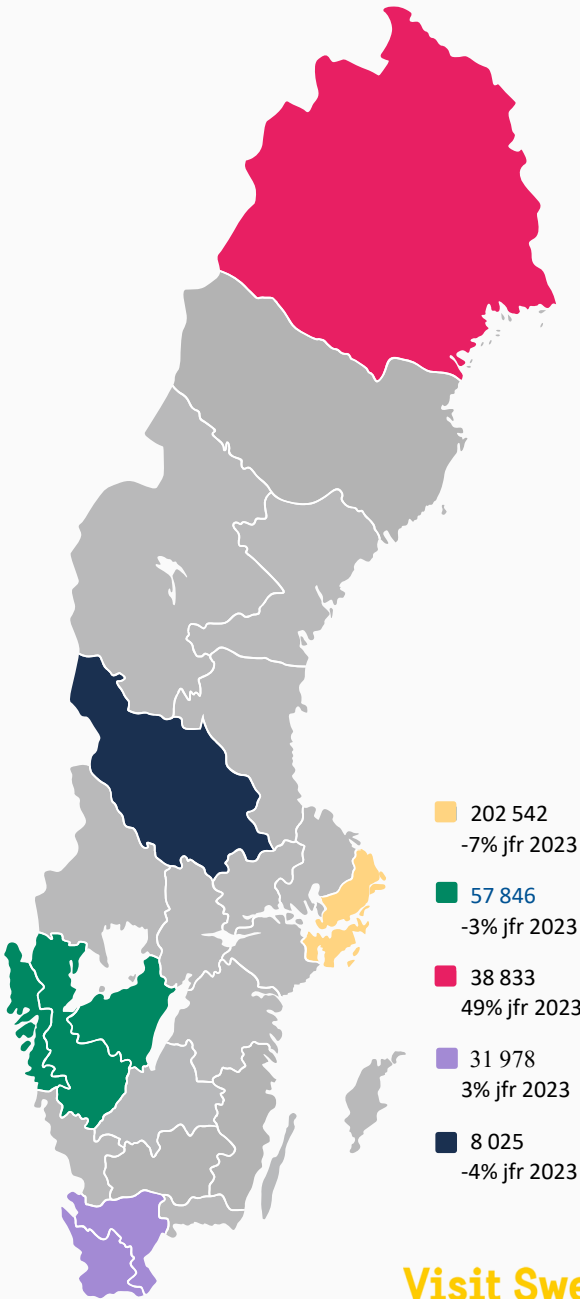


Counties with the most French overnight stays in 2024

Region	Guest Nights 2024	Guest Nights 2023	Change %	Change
Stockholm	202 542	218 613	-7%	-16 071
Västra Götaland	57 846	59 833	-3%	-1 987
Norrbottn	38 833	26 014	49%	12 819
Skåne	31 978	31 096	3%	882
Dalarna	8 025	8 377	-4%	-352
Uppsala	6 051	5 255	15%	796
Västerbotten	5 607	6 166	-9%	-559
Värmland	5 505	3 810	44%	1 695
Kalmar	5 032	4 621	9%	411
Ostergötland	4 703	4 853	-3%	-150
Jönköping	3 788	4 353	-13%	-565
Orebro	3 733	3 027	23%	706
Halland	3 682	3 354	10%	328
Jämtland	2 940	3 377	-13%	-437
Kronoberg	2 527	2 262	12%	265
Södermanland	2 016	2 072	-3%	-56
Blekinge	1 960	2 313	-15%	-353
Västernorrland	1 938	2 530	-23%	-592
Gotland	1 738	1 415	23%	323
Gävleborg	1 468	1 399	5%	69
Västmanland	1 150	1 685	-32%	-535

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.

Norrbotten, Värmland and Orebro show the largest growth in 2024.



Growth potential for the French market

89%

**There are 3,9 million
French Global Travellers
with interest in Sweden
as a destination**

of UK global travellers is interested in
visiting Sweden on holiday (31% returning
visitors, 58% first time visitors)



Values, interests and motivations of the British Global Travellers



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Key values and interests of the French Global Travellers

Top values

- To have fun
- To take care of the environment
- Everyone should have equal fair chances in life
- My family is the most important to me
- To have a healthy life style

Top interests

- Travel
- Watch a movie
- Eat at a restaurant
- Culture
- Be in the nature

Most important motivations for a holiday in Sweden

- Experience new cities and places
- Learn something new about Sweden
- Experience Swedish lifestyle and culture
- Enjoy nature
- Relax
- Feel free



Associations with Sweden

- A safe and secure destination
- Offers outdoor experiences during winter (but even during the rest of the year) that are interesting to me
- Value for money
- Welcoming
- Good city experiences
- Child friendly



'Tina Stafren/imagebank.sweden.se'

A potential tour to Sweden based on French preferences



What kind of tour does the French target group want to make to Sweden?

- Round trip (with accommodation in different places)
- Summer tours, focus on outdoor and nature experiences
- City break
- Winter tour, focus on outdoor activities
- Camping- or cabin holiday
- Experience Swedish culture, tradition and lifestyle
- Culinary experiences
- Nature activities
- Experience the countryside
- Hiking
- Cultural experiences

Målgruppsanalys 2024, Visit Sweden/ YouGov



Per Bifrost / imagebank.sweden.se

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What about sustainability?

62% think about sustainability when choosing a holiday destination

76% think it is easy to find sustainable alternatives when they plan their holiday

Mentioned sustainable actions:

- Avoid crowded places
- Travel during low season
- Use locally owned initiatives (activities, restaurants, accommodation, shops)
- Travel less often, but stay longer
- Eat locally produced, ecological food



Planning and booking

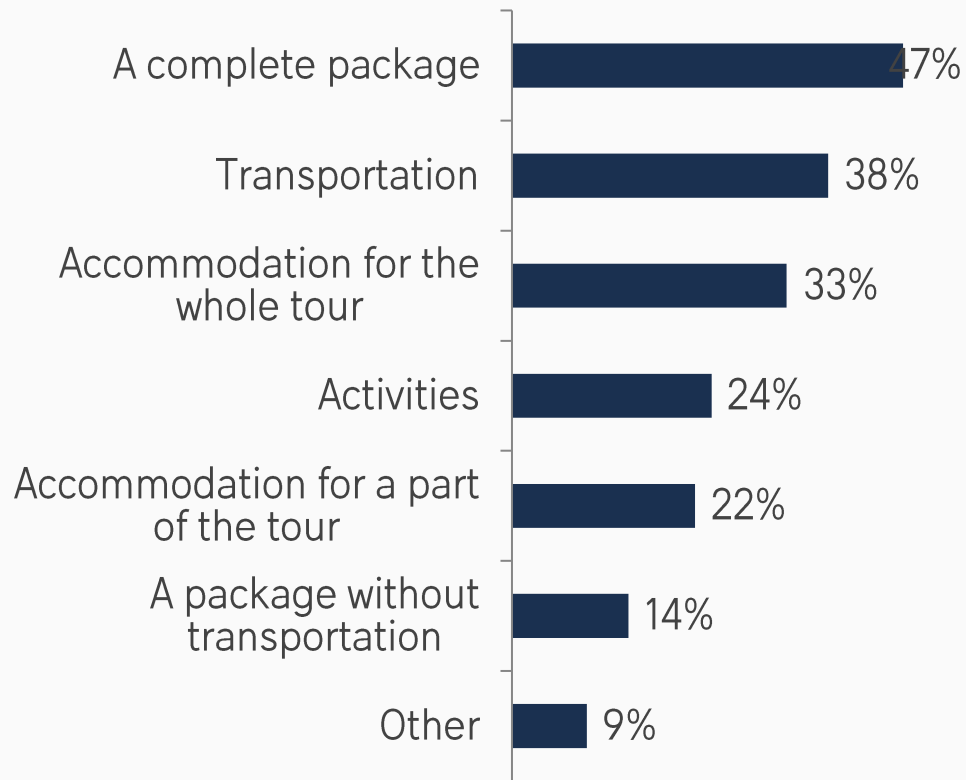


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Cooperation with Travel Trade is important

What would you like to book?



- 48 % wants to book their Sweden tour through a travel agent or tour operator
- 46 % wants to package and book their Sweden tour themselves, online

Reasons for booking a package:

- Easy
- Convenient
- Increased insurance / guarantee for reimbursement
- I always do that
- Feels good to rely on experts

Digital behaviour of the French Global Traveller

- 368 660 tourism related Google searches for Sweden in 2024 (=34% more than 2019, but -2% compared to 2023)
- French use recommendations from friends & family, films/TV series and articles in print media like magazines and newspapers to find inspiration about Sweden.
- They use OTA portals, websites of Tour Operators and Travel Agents, other travellers recommendations and websites of NTOs to find information about Sweden
- 2 out of 5 French check the internet for holiday tips every month
- 9 of 10 French global travellers read reviews and more than half of them check online reviews before booking
- Publications on Youtube, Facebook, Snapchat and Instagram play a significant role in the choice of a travel destination. 22% has bought a trip through SoMe before.



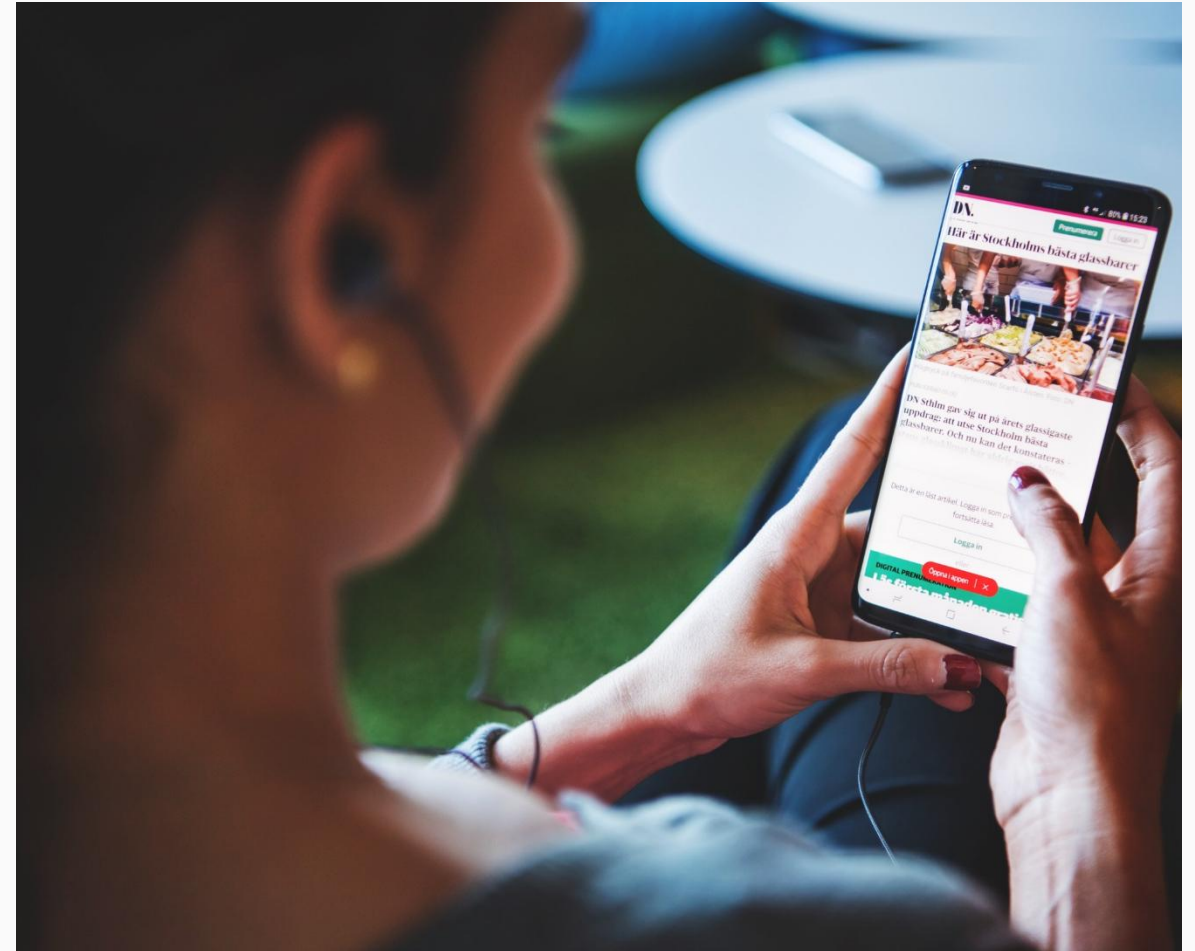
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Popular topics in France

Top 5 topics potential tourists look for in relationship to Sweden as a destination:

- Tours
- Cities
- Ice Hotel
- Visits
- Things to do

Källa: Digital Demand – Sweden's Touristic Demand, Bloom Consulting 2024 Marknad: Frankrike
* Underkategorier (micro brand tags)



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Travel Trade: Contacts & Events

Contact persons

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Travel Trade Website

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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. 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 over the table, also holding a spoon. On the table are two 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!