

Market in snapshots – United Kingdom

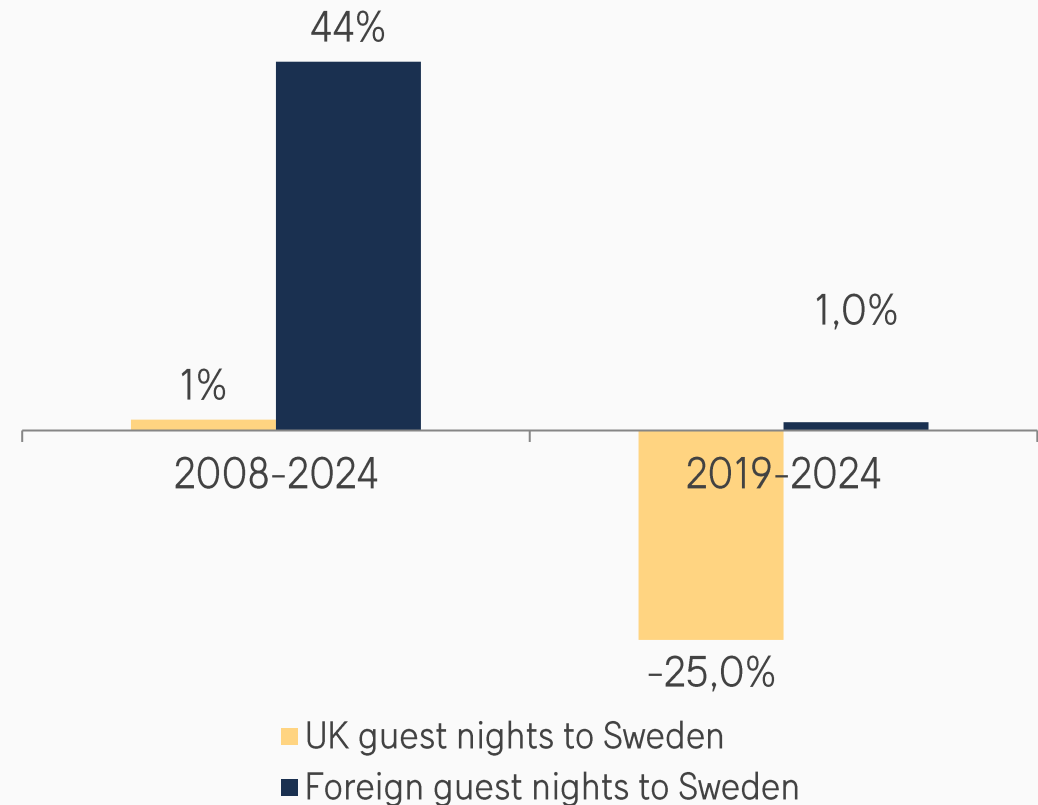


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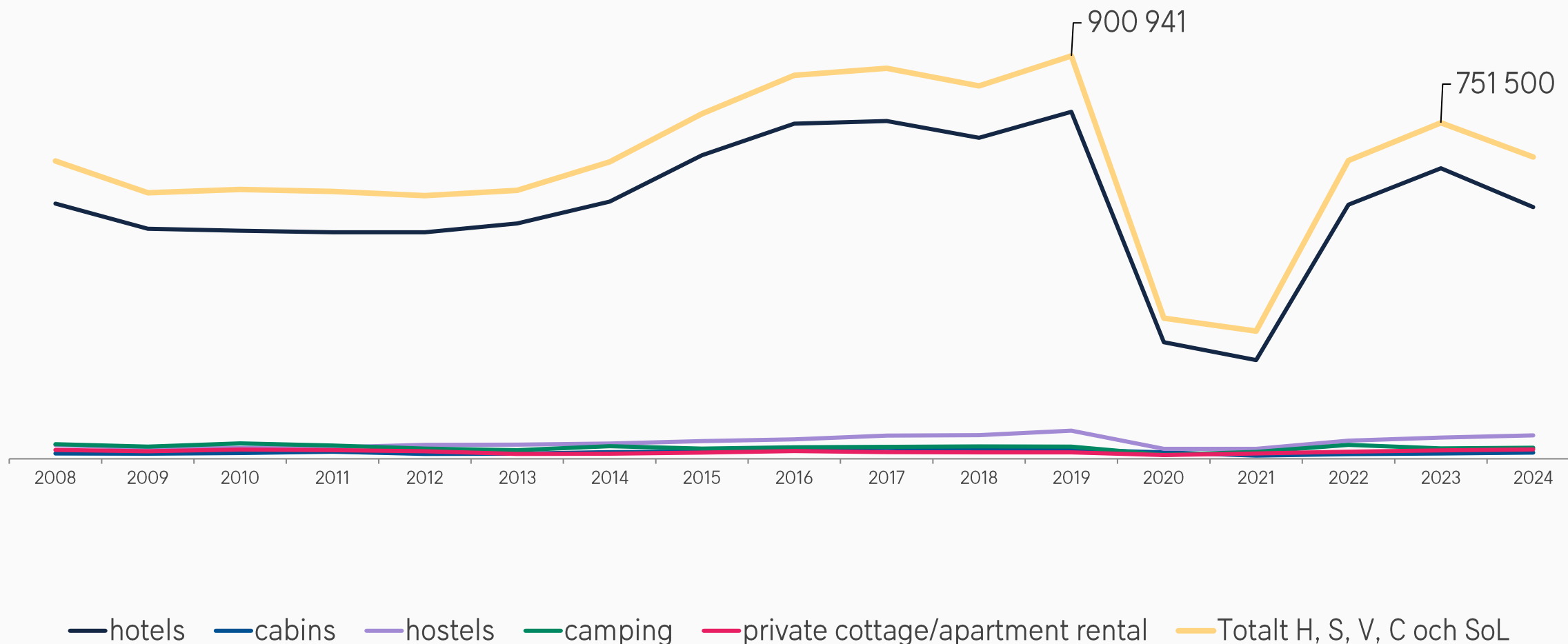
Susanne Walström/imagebank.sweden.se

The UK market – some facts and figures

BNP growth 2025	1%
UK guest nights in Sweden 2024	674 761
Change of UK guest nights in Sweden 2008-2024	1,3%
Change of UK guest nights abroad (in general) 2008-2024	21%
Part of UK foreign guest nights to Sweden 2024 (same as in 2008)	0,2%

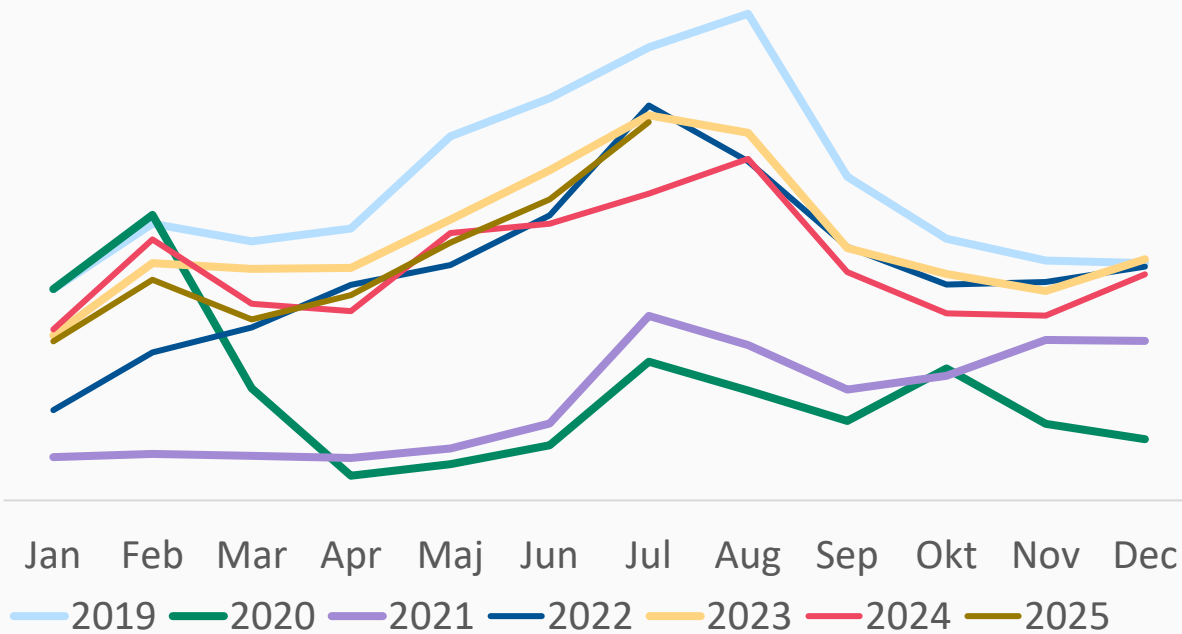


Development of British overnight stays in various forms of accommodation



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 UK visitors



- 48% stay over a (long) weekend
- UK visitors travel all year round

Källa: Tillväxtverket/SCB (2024)

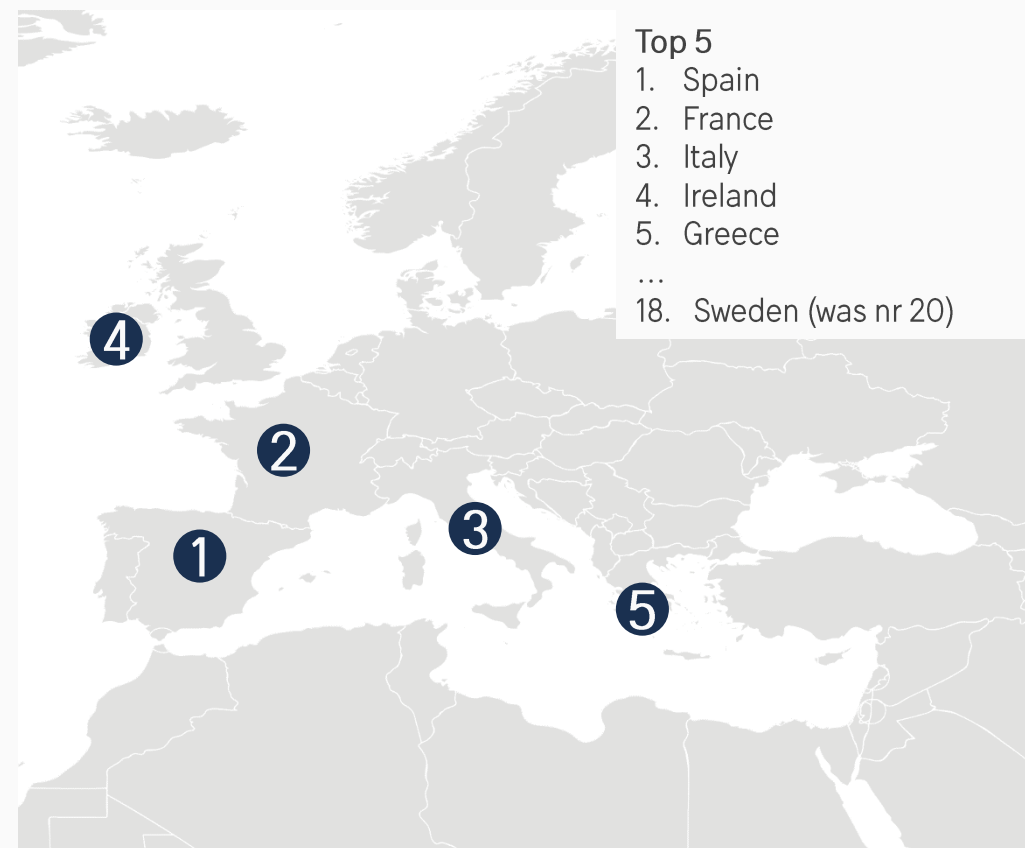
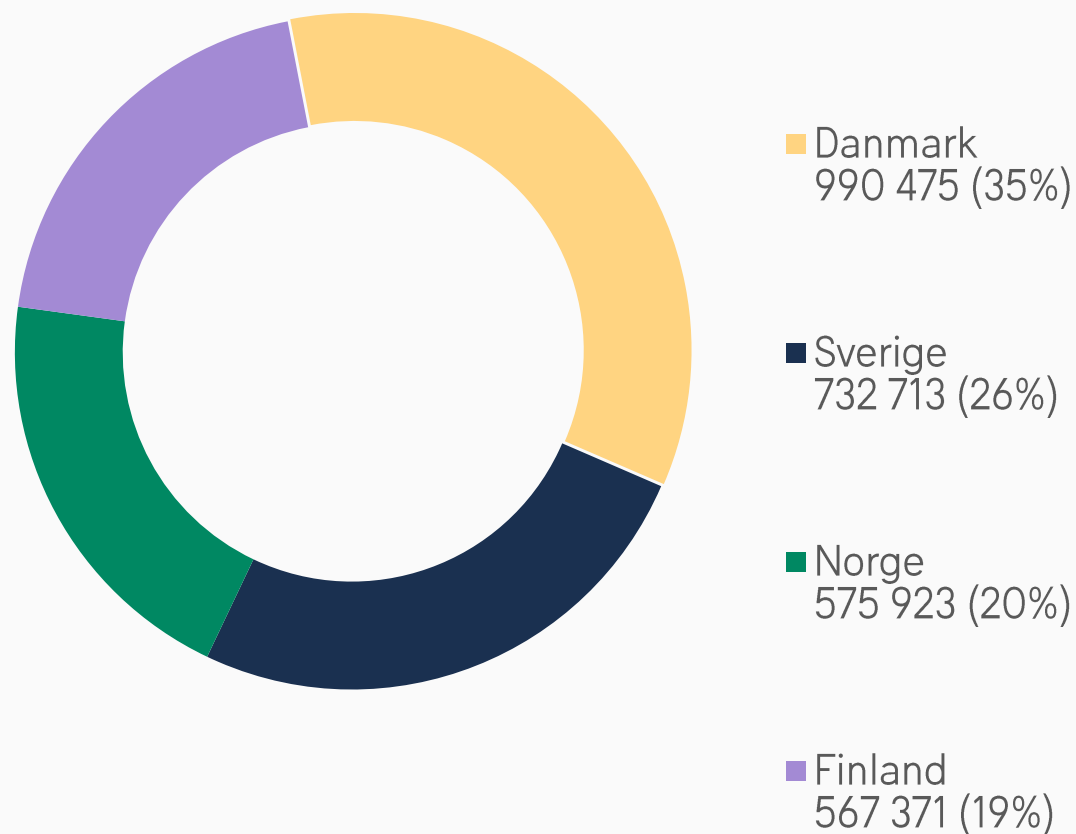
Källa: Målgruppsanalys 2024, Visit Sweden/YouGov



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

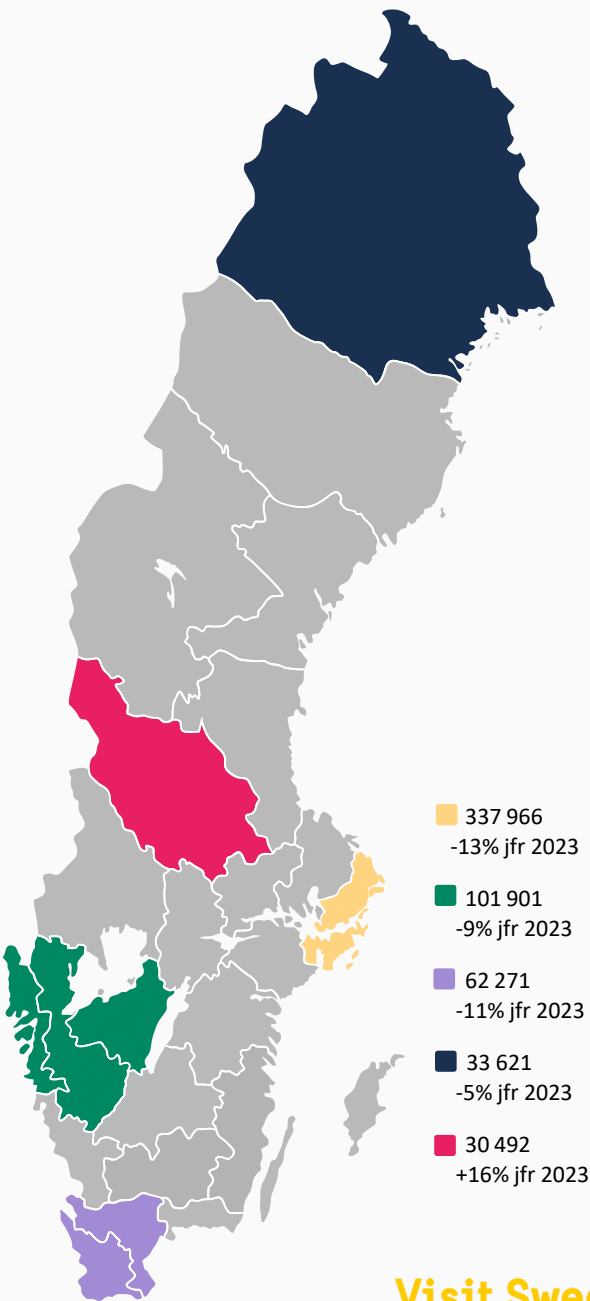


Counties with the most UK overnight stays in 2024

Region	Guest Nights 2024	Guest Nights 2023	Change %	Change
Stockholm	337 966	387 996	-13%	-50 030
Västra Götaland	101 901	112 078	-9%	-10 177
Skåne	62 271	69 679	-11%	-7 408
Norrbottn	33 621	35 453	-5%	-1 832
Dalarna	30 492	26 176	16%	4 316
Uppsala	24 361	17 957	36%	6 404
Jämtland	17 944	20 047	-10%	-2 103
Jönköping	8 229	8 003	3%	226
Kalmar	7 211	8 150	-12%	-939
Ostergötland	6 551	8 477	-23%	-1 926
Västerbotten	6 371	7 557	-16%	-1 186
Halland	6 353	7 736	-18%	-1 383
Värmland	5 172	7 065	-27%	-1 893
Gävleborg	4 745	4 535	5%	210
Gotland	3 512	3 004	17%	508
Kronoberg	3 388	3 468	-2%	-80
Västmanland	3 381	4 020	-16%	-639
Orebro	3 104	6 142	-49%	-3 038
Södermanland	3 010	5 038	-40%	-2 028
Västernorrland	2 740	5 741	-52%	-3 001
Blekinge	2 438	3 178	-23%	-740

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.

During 2024 Uppsala, Dalarna and Gotland received more UK guests



Källa: Tillväxtverket/SCB (2025)

Growth potential for the UK market

90%

**There are 7,4 million
British Global Travellers
with interest in Sweden
as a destination**

of UK global travellers is interested in
visiting Sweden on holiday (30% returning
visitors, 60% first time visitors)

Values, interests and motivations of the British Global Travellers



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Johan Willner/imagebank.sweden.se

Key values and interests of the UK Global Travellers

Top 5 values

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

Top 5 interests

- Eat at restaurants
- Travel
- Be in the nature
- Read books
- Culture / films

Most important motivations for a holiday in Sweden

- Experience new cities and places
- Have fun with my travel company
- Relax
- Enjoy good food & beverage
- Learn something new
- Experience Swedish culture & lifestyle



Simon Paulin/imagebank.sweden.se

Associations with Sweden

- A healthy lifestyle
- Beautiful (nature/surroundings)
- Authentic
- A safe and secure destination
- Interesting cultural destinations
- The whole country offers a lot of experiences for me and my family
- Easy to travel to
- Welcoming

Marknad: Storbritannien
Bas: Den globala resenären
Källa: Visit Sweden Brand Tracking 2023, Visit Sweden/Ipsos



'Tina Stafren/imagebank.sweden.se'

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A potential tour to Sweden based on British preferences



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Tina Axelsson/imagebank.sweden.se

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

- City break
- Summer tours, focus on outdoor and nature experiences
- Round trip (with accommodation in different places)
- Winter tour, focus on outdoor activities
- Camping- or cabin holiday
- Experience Swedish culture, tradition & lifestyle
- Culinary experiences, try local food
- Experience the countryside
- Nature experiences during spring, summer, autumn
- Culinary experiences, try local food



Niclas Vestefjell/imagebank.sweden.se

What about sustainability?

56% think about sustainability when choosing a holiday destination

40% think it is easy to find sustainable alternatives when they plan their holiday

Mentioned sustainable actions:

- Travel during low season
- Avoid crowded places
- Use public transportation
- Use local suppliers
- Travel less, stay longer

Källa: Målgruppsanalys 2024, Visit Sweden / YouGov



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Planning and booking

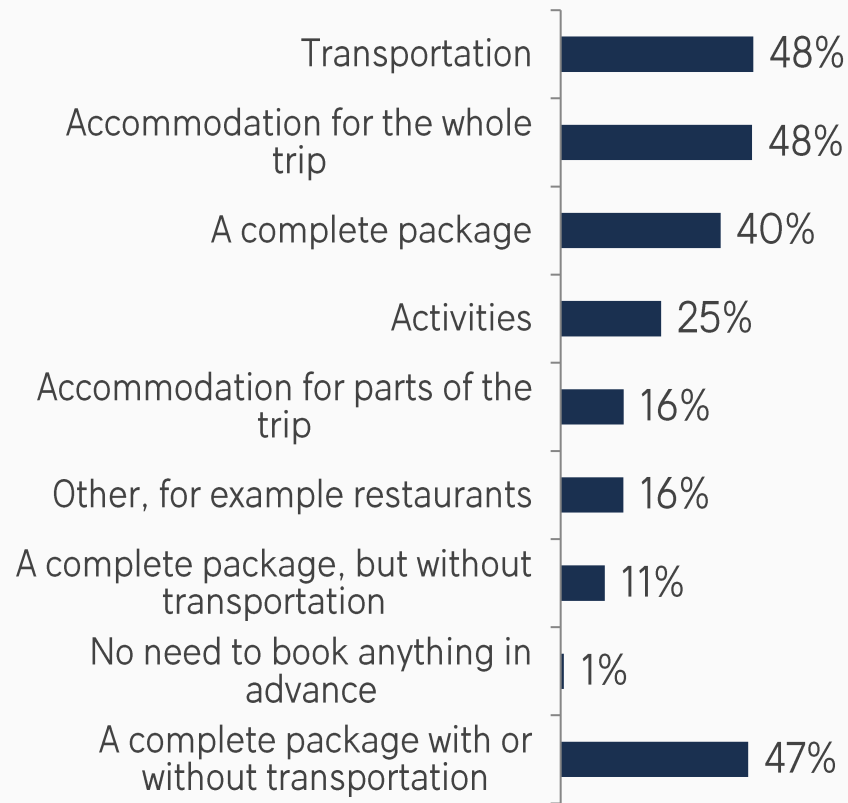


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Ulf Lundin/imagebank.sweden.se

Cooperation with Travel Trade is important

What would you like to book?



- 35 % wants to book their Sweden tour through a travel agent or tour operator
- 60 % wants to package and book their Sweden tour themselves, online

Reasons for booking a package:

- Convenient
- Like to pay in advance
- Feels good to rely on experts
- Easy
- Feels secure
- Increased insurance / guarantee for reimbursement

Digital behaviour of the UK Global Traveller

- 782 610 tourism related Google searches for Sweden in 2024 (=20% more than 2019 and 24% more than 2023)
- UK global travellers use recommendations of friends & family, earlier travelling experience and films, TV shows to find inspiration about Sweden
- To find information, they use OTA portals, Google or homepage or apps from national tourism organisations
- 2 out of 5 UK global travellers check the internet for holiday tips every month
- 9 of 10 UK global travellers read reviews and more than half of them check online reviews before booking
- Publications on Youtube, Instagram and Facebook play a significant role in the choice of a travel destination. 9% has booked a tour through SoMe.



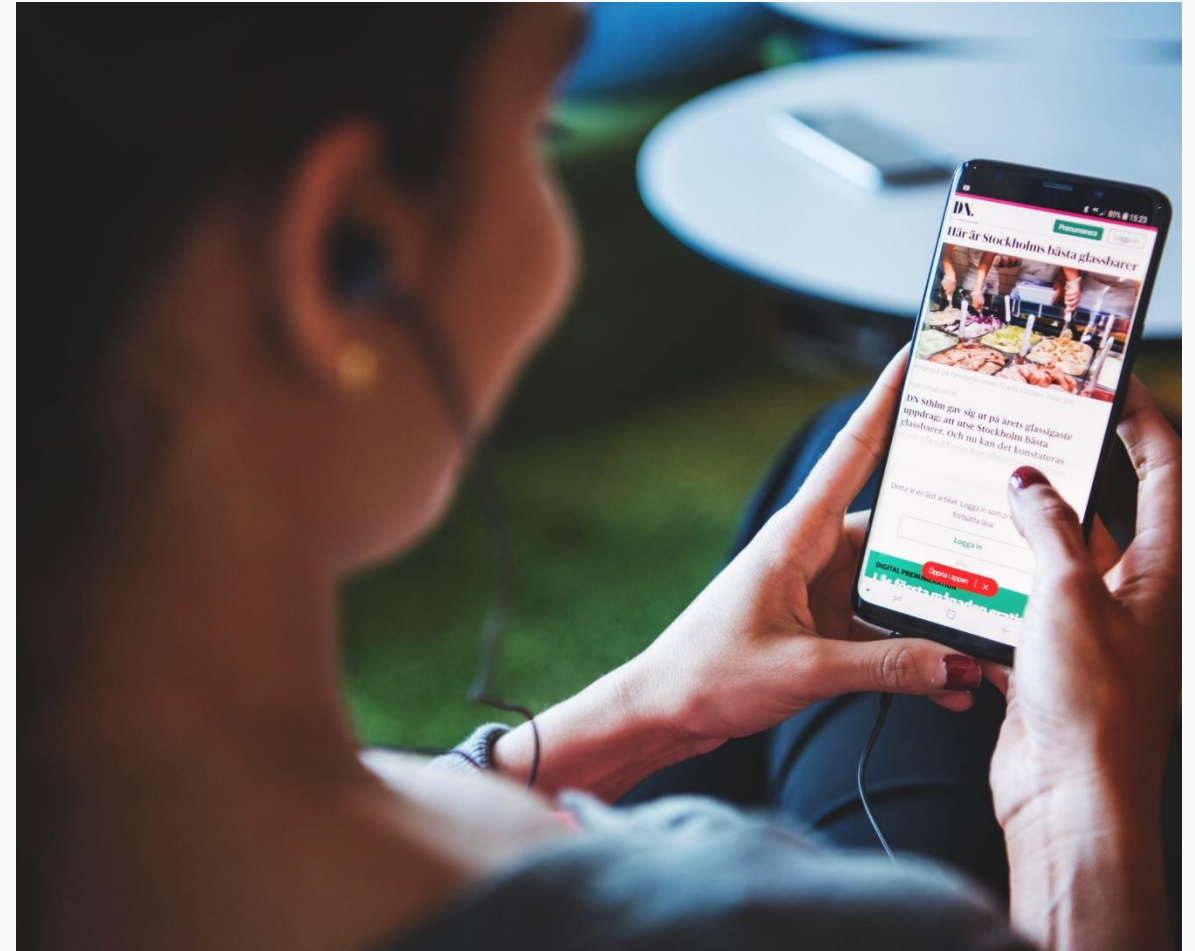
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Popular topics in the UK

Top 5 topics potential tourists search for when they search for Sweden as a holiday destination:

- Ice Hotel
- Holiday Packages
- Places to visit
- Cities
- Skiing

Källa: Digital Demand – Sweden's Touristic Demand, Bloom Consulting 2024 Marknad: Storbritannien
*underkategorier



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Travel Trade: Contacts & Events

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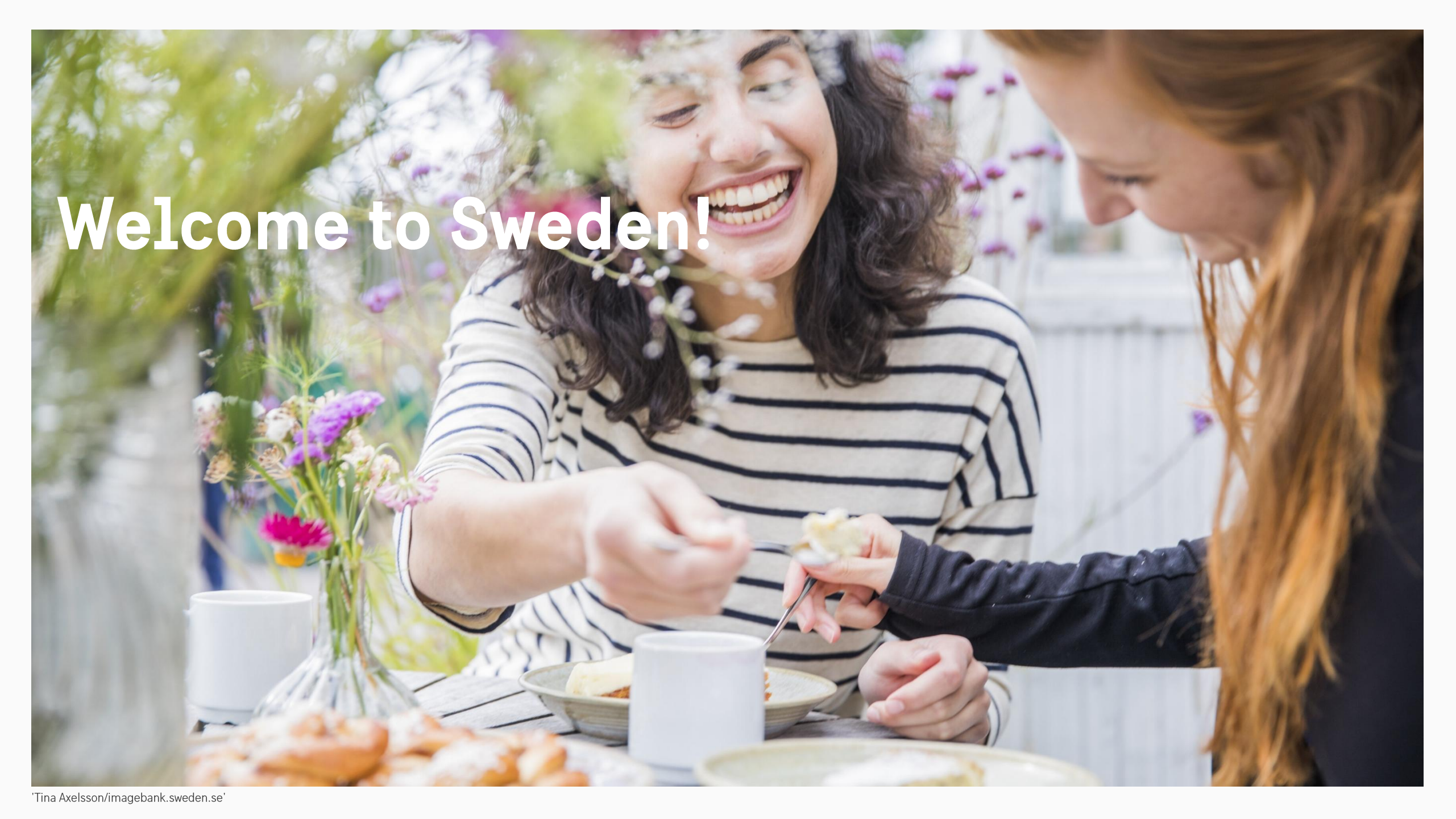
Events

FAM-Trips

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

Travel Trade Events

<https://traveltrade.visitsweden.com/participate/travel-trade-events/>

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 in and looking at the food. On the table are two white mugs, a glass vase with purple and pink flowers, and a plate of pastries. The background is a soft-focus garden with green foliage and purple flowers.

Welcome to Sweden!